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COMMUNITY APPEARANCE PLAN FOR SANFORD, NORTH CAROLINA



**SANFORD
BEAUTIFICATION
COMMISSION**



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COMMUNITY APPEARANCE PLAN FOR SANFORD, NORTH CAROLINA



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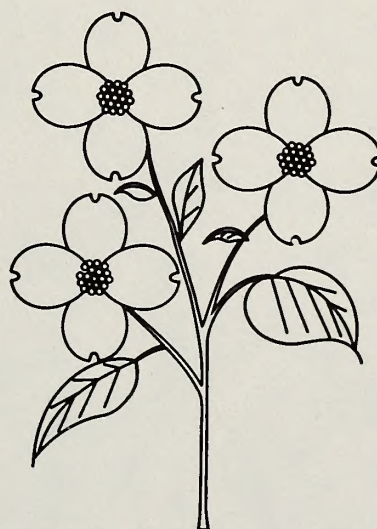
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**SANFORD
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PART I. INTRODUCTION



PART I. INTRODUCTION

Since the end of the Second World War, Sanford has been experiencing a considerable amount of construction activity. In a number of cases this construction activity has been added at the expense of the community's appearance.

What is beautiful is sometimes difficult to identify. It depends on the eyes of the beholder, his experience and background. On the other hand, there is a growing awareness of what is unattractive. Far less training is required to identify ugliness. Extreme examples of ugliness can be identified and corrected. As an example, nearly everyone recognizes a junk yard is ugly and that it should be screened.

The problem of how to improve the community's appearance rests not only on the private sector but on the public sector as well. Public buildings such as the city hall, courthouse, schools, etc., should add to the community's character and to its appearance. These facilities should provide examples of good design that will motivate the private sector to raise its standards of construction and design.

The greatest amount of public land is included not in sites but in streets. Attractive streets begin with properly designed grades, shoulders, etc. Subdivision control can accomplish good design if the Planning Board and the Board of Aldermen conscientiously enforce the city's adopted subdivision ordinance. Desirable minimum design standards are included in the requirements of the subdivision ordinance.

Land in private or semi-public ownership makes up the bulk of the city's total area. Private development is improved largely through public education and examples set by the municipal government. The good tastes of designers, architects, and builders must be relied on. A design team effort by an architect,

landscape architect, and engineer can add immeasurably to the aesthetic appearance of any development project and to its economic value. By a coordinated team approach to these professional services, the best site planning, building, and engineering will result.

A subdivider can exercise design control by using restrictive covenants, including architectural controls imposed when the land is sold. A high degree of harmony in the appearance of buildings in a subdivision can be accomplished in this manner.

In addition, the courts are increasingly looking more favorably on aesthetic controls exercised by cities over private development. This most profound support is apparent in a decision of the U. S. Supreme Court in 1954. The language of Justice Douglas is as follows:

"Public safety, public health, morality, peace and quiet, law and order - these are some of the more conspicuous examples of the traditional application of the police power to municipal affairs. Yet they merely illustrate the scope of the power and do not delimit it . . . The concept of the public welfare is broad and inclusive . . . The values it represents are spiritual as well as physical, aesthetic as well as monetary. It is within the power of the legislature to determine that the community should be beautiful as well as healthy, spacious as well as clean, well-balanced as well as carefully patrolled."^{1/}

Zoning ordinances regulating the placement and size of signs are now common. Architectural controls have been imposed by a number of cities. The most familiar are regulations that preserve historical areas. Examples are the Vieux Carre in New Orleans, Louisiana, and Old Salem in Winston-Salem, North Carolina.

While it is true special legislation might be obtained by the city to regulate the appearance of private development, it is also true business and industry are increasingly becoming

^{1/} Berman v/ Parker, 348 U. S. 26.

concerned about their image in the community. Emphasis on public education might thus accomplish significant progress in an improved appearance of private property.

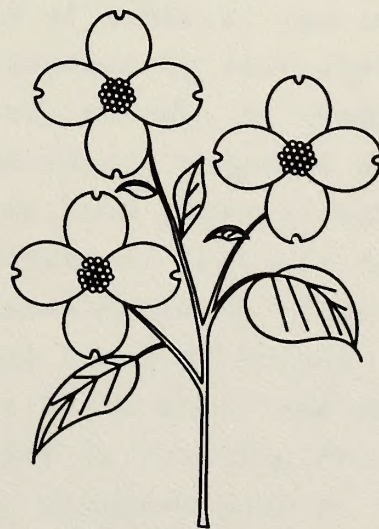
The first step, however, toward an improved community appearance is to look into the mirror. This study therefore includes a visual survey identifying that which the people of Sanford think is attractive or unattractive. One of the least expensive methods to make the community more attractive is to preserve features that are considered visual assets.

All of us consciously or unconsciously react to our surroundings. A visual survey was conducted of the memberships of the following garden clubs in Sanford: Jonesboro, Pine Needle, and Dogwood, and of the memberships of the following clubs in Sanford: Chamber of Commerce, Kiwanis, Civitans, Women's Uplift, Men's, and Lions to determine what the citizens of Sanford found attractive or unattractive.^{1/} Thirty-six questions dealing with the community's visual assets and liabilities were included in the questionnaire. The questions and the answers given most frequently for each question are included in the appendix. The results of this visual survey are also shown with photographs on the pages that follow in Parts II, III, IV, V, and VI of this study.

A word of caution should be included in our evaluation of the attractive and the unattractive. All of us are influenced by our surroundings; we adapt ourselves to our surroundings and tend to identify ourselves with the familiar. Our values of the attractive and the unattractive change with our environment.

^{1/} Eight hundred questionnaires were distributed with the aid of the Chamber of Commerce to the membership of the various clubs; fifty completed questionnaires were returned. The opinion of a number of civic club officers was that a much better response would have been obtained from a shorter, less detailed questionnaire. In addition, the weight of the questionnaire was such that it could not be mailed First Class with a 5¢ stamp; some completed questionnaires were undoubtedly lost in the mail, therefore.

For example, the slum dweller may require very little to obtain pleasure; his counterpart in the higher income areas of the city would require a great deal more.



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PART II. THE APPEARANCES OF RESIDENTIAL AREAS

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PART II. THE APPEARANCES OF RESIDENTIAL AREAS

What are the qualities of an attractive residential area? What qualities constitute an unattractive residential area? Before answering these questions, let's explore how we generally look at an area. Our image of a residential area is related to groupings of houses we view from a particular location or from a particular direction. (What is included in our field of vision from the top of a hill or after rounding a curve, for example.) Another factor affecting our image is the degree of our movement. In driving all we grasp is glimpses in our field of vision. In walking you see a great deal more detail. For most visitors, the driving view is the one he obtains of Sanford; the image most often obtained by the citizen of Sanford is that seen from his home or in driving to and from work, school, or shopping areas.

The residential areas of Sanford are composed of man-made features such as houses and streets, and natural features such as trees, shrubs, and grass. The natural features dominate the out-of-doors and help unify unrelated man-made elements. Trees and shrubs tend to soften the harsh forms of houses, wires, signs, and poles. If you live in an area where trees and shrubs are absent, you notice the lack of unity in building forms, colors, etc. This is most apparent in the downtown area of Sanford, along Steele Street where abutting buildings facades are not always in harmony, rather than in the residential area.

New materials now in use (plastics, metals, etc.) retain their original color and texture for many years. Thus it becomes much more important that colors in particular be properly selected to harmonize. Although the quality of buildings is improving, the overall appearance of Sanford is not improving as more people and more buildings are added.

How can we improve the appearance of man-made features in residential areas? A great deal of progress can be made in shaping the appearance of Sanford tomorrow by guiding new development in the right manner. Public education must be relied on. Professional design services result in the most satisfactory site planning and building design for projects. Professional design services are beyond the fiscal means of many of Sanford's citizens. They must rely on house plans obtained from plan services and publications and landscaping assistance obtained from the agricultural extension and other sources.

Some man-made features such as streets become permanent portions of the community. Subdivision design control insures that streets are properly located, lots plotted to the best advantage, and that utilities and improvements are installed. Although streets can be paved and sidewalks can be added later, revisions to the street layout is generally beyond the fiscal means of the city except with Federal or state assistance.

Man-made features that create an unattractive appearance in residential areas include utility poles and wires. The Sanford Subdivision Ordinance gives the Planning Board the authority to require that overhead poles and wires are placed in rear easements. This should be required in new subdivisions. The installation of small street trees (such as crepe myrtle) under wires makes the wires less conspicuous. Sewer lift stations and electric substations can either be installed underground or they can be landscaped to blend with residential areas.

Proper use of the city's subdivision ordinance will insure that new subdivisions are properly designed in the city and one-mile planning area. The present city zoning ordinance insures that new residential units added provide sufficient open space by requiring minimum front, side, and rear yard setback lines. This space should be utilized for trees, shrubs, and grass.

Natural features located in residential areas present less of a problem than man-made features. Trees, shrubs, and grass

soften harsh man-made forms (buildings, poles, and wires). The absence of trees that blend unharmonious man-made features often results in unattractive residential areas.

Although trees and shrubs for the most part improve the appearance of residential areas, the pruning of trees and shrubs in the public right-of-way is needed. Dead and broken limbs need to be removed, low hanging branches trimmed, etc. An adequately equipped city street tree maintenance crew should do this work.

Trees and shrubs not only screen or buffer unattractive man-made features, but some of them also add beauty with flowers or fruit. In order to obtain the best possible effect, a street tree plan should be made and followed. The planting of street trees is a most rewarding program that adds character to a city. The City of Southern Pines provides a good example of this type program which has been successfully carried out in past years and the city is now reaping the benefits from their program. The planting of trees should not be limited to the street right-of-way but should also include a random scattering of small flowering trees on private property. A program distributing dogwood or other small flowering trees could add a great deal to the appearance of Sanford and to the identity of the city.

What we see in the out-of-doors can be divided into greater detail than man-made or natural. It includes such elements as line, shape, tone, mass, form, space, color, and texture. These elements are sometimes referred to as art elements. The relationship between them actually determines if what we see is attractive or unattractive.

Occasionally, a striking natural form may be created by a rock out-cropping or by a specimen tree or plant. We derive pleasure from viewing some forms, other forms we find unattractive. Examples of forms we might find unattractive include a poorly graded or badly eroded road shoulder. Next to forms, space is probably the most important art element that influences how we feel about the appearance of a residential area. There

is space located between buildings and between trees and shrubs. Space with movement and variation in shapes adds to the excitement. Unharmonious colors are much less of a problem in the out-of-doors because distance tends to reduce their intensity. The lack of harmony between colors is intensified where buildings are located close together, as in commercial areas. Color can influence our image of an object; for example, bright colors tend to advance objects and dark colors to recede objects in the out-of-doors. Intense colors are sometimes desirable in the out-of-doors but must be coordinated carefully in order to obtain harmony.

Most features in the out-of-doors also have texture: stone is generally coarse in texture, flat smooth surfaces are fine in texture. A magnolia tree has large leaves and is, therefore, coarse in texture, but a crepe myrtle with small leaves has fine texture. Combinations of coarse and fine texture form contrast, providing interest and variety.

All of us are influenced by our background, education, and experience. If we are discussing the finer points of design, there is honest room for disagreement. There are things, however, that you and your neighbor can define as unattractive and readily agree on (dilapidated houses, unmaintained lots, poorly graded or unpaved streets, lack of trees, etc.). Since these things probably contribute more toward making an area unattractive, we will concentrate much of our effort in this plan to correct unattractive conditions.

The residential areas of Sanford were divided into the following four homogeneous areas in order to better analyze them:

- (1) Fringe Residential Zoned Areas - RA-20 and R-20
(includes outlying subdivisions located in the one-mile planning area outside the corporate limits. Lot sizes generally include 20,000 square feet);
- (2) R-12 Residential Zoned Areas of the city (includes older subdivision in Sanford. Lots generally are about

12,000 square feet in area);

- (3) Old Sanford and Old Jonesboro R-6 Residential Zoned Areas (encompasses multi-family dwellings located near the downtown area and outlying small lot areas. Lots generally are about 6,000 square feet in area); and
- (4) Mobile Home Parks located within the planning area.
(See Zoning Map in the Appendix.)

An unattractive appearance in residential areas is not always caused by the same conditions; a homogeneous division of residential areas, therefore, makes possible a more logical analysis of the aesthetic problems. The problems of R-6 Residential Areas are related most often to the poor condition of the housing, street paving, etc. Since lots are smaller, achieving a harmonious relationship between building elements becomes more difficult. In the RA-20 and R-20 Residential Areas where lots are large, spaces, trees, and shrubs help to harmonize building elements. Each of the four residential areas is next discussed.

Fringe Residential Areas - RA-20 and R-20

These areas are now zoned for 20,000 square foot lots as RA-20 and R-20 residential. Within these fringe areas (RA-20 and R-20), buildings are generally new, lots are quite large, building setbacks are ample, and a great deal of open space remains in forest or farm use. In this zoning district, much of the new growth of Sanford is being added. The proper guidance of this new growth could contribute significantly to the appearance of Sanford in years to come. The city exercises control over the design of new subdivisions with a subdivision ordinance. The subdivision ordinance requires that developers install adequate improvements. Private developers in addition can exercise architectural controls on buildings placed on the land by restrictive covenants.

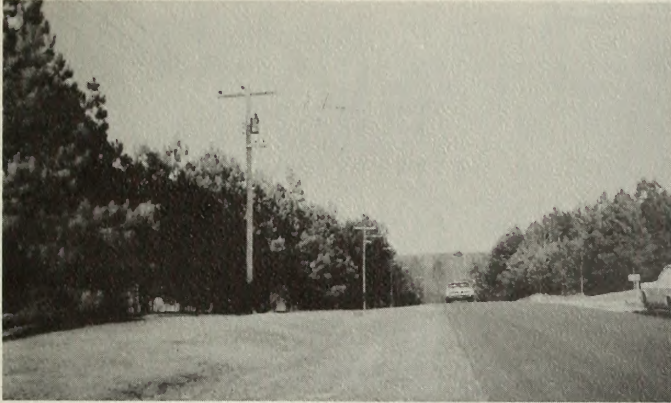
Within this residential area are located Bypass U. S. 1, 15 and 501, and other major highway entrances into Sanford. The treatment of highways will be discussed in Streets and Highways (Part IV) of this study.

Examples of what the citizens of Sanford found attractive in the RA-20 and R-20 residential areas is shown in photographs 3 and 4. Notice the large, well maintained yards and attractive, well designed housing. Even these examples could be improved upon by removing overhead wiring and poles and installing it either underground or to the rear of the lots.

Because of the open space between housing, people sometimes discard trash on vacant lots in the fringe area. This becomes an aesthetic and maintenance problem. The city cannot expend monies to collect the trash, the Highway Commission generally collects it only in the road-of-way, and abutting property owners are not organized or equipped to handle the problem. The major aesthetic problem in this fringe area, however, is road construction. Often the developer does not adequately grade the road or the ditches are not properly sodded or paved to protect them against erosion. Pictures 5 and 6 illustrate poor grading practice (shoulders not properly sloped) and ditches not adequately protected against erosion. Enforcement of the city's subdivision ordinance will insure that as new subdivisions are added they meet adequate standards of design.

FRINGE RESIDENTIAL AREAS RA-20 AND R-20

ATTRACTIVE EXAMPLES



3. Spring Lane Ext.



4. Herritage Dr.

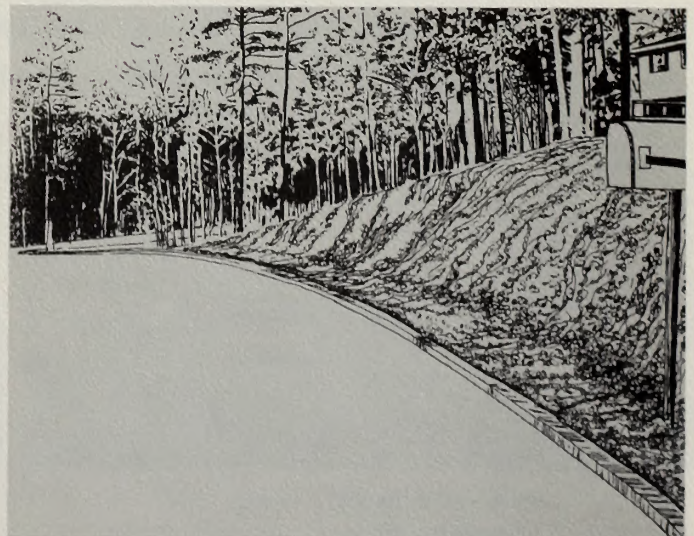
UNATTRACTIVE EXAMPLES



5. Carbonton Heights



6. Carbonton Heights
Existing



6A. Carbonton Heights
Proposed

R-12 Residential Areas of the City

The residential sections of the city zoned as R-12 residential (minimum lot of 12,000 square feet) include most of the better housing in the city. However, since structures in this area, for the most part, were built a number of years ago, some deterioration has taken place. This is particularly apparent in the northeast quadrant of the city. Mixed land use is also a problem in some of the R-12 residential areas of Sanford (small grocery stores and gas stations). These commercial establishments generate traffic, create parking problems, add night lighting, signs, and other objectionable features to the appearance of a neighborhood.

Photograph 7 is an example of some of the more attractive newer housing located in the R-12 zoned residential district as revealed by the visual survey. Lots are large and considerable open space remains in this area.

Photograph 8 was taken on Hawkins Avenue. This is one of the older residential areas zoned for R-12. Housing in this area has begun to deteriorate. Neither yard nor house in some cases are maintained. Photograph 8 illustrates the need for building maintenance. It also illustrates a common problem in the R-12 residential areas, a lack of pride by owners in their yards. Shrubs need replacement and trimming, grass needs mowing, and sidewalks are needed. Houses and yards that are poorly maintained not only reduce the value of their neighbors' property but they also reduce the incentive of adjacent property owners to maintain or improve their property.

R-12 RESIDENTIAL AREAS OF THE CITY

ATTRACTIVE EXAMPLE

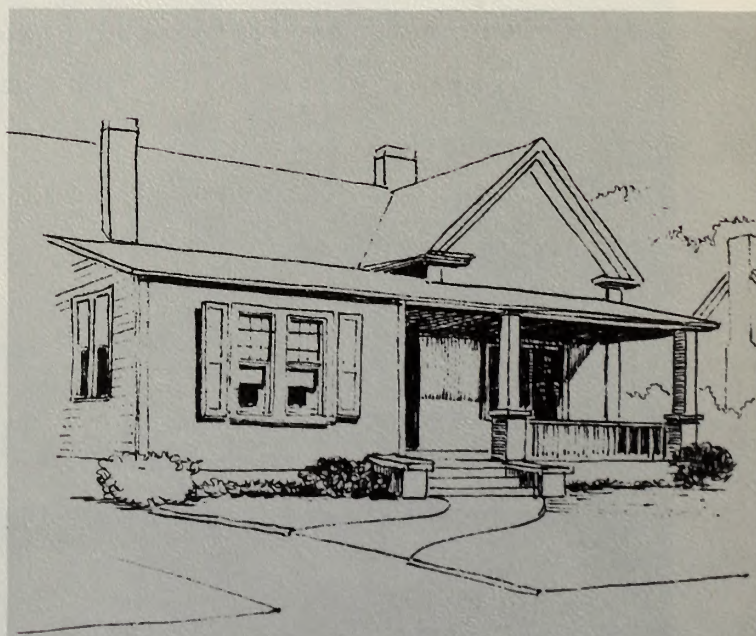


7. McCracken Heights

UNATTRACTIVE EXAMPLE



8. Hawkins Ave.
Existing



8A. Hawkins Ave.
Proposed

Old Sanford and Old Jonesboro Residential Areas - R-6

Much of the older residential housing in Sanford and Jonesboro near the Central Business District is now zoned as R-6 residential (6,000 square foot lot). These areas abut commercially or industrially zoned land. Deterioration of housing is the major problem which mars its appearance. Some of the areas are so deteriorated that all the housing should be removed.

Building, electrical, and plumbing code enforcement is needed to insure that as new structures are added they will be constructed to meet adequate minimum standards. In order for the city to finance the clearing and resubdivision of deteriorated areas, it will be necessary to obtain a Federal Urban Renewal Grant. Streets and lots can be replotted to meet the requirements of the subdivision ordinance, and adequate utility lines and street improvements can be installed. Existing residents would need to be relocated to standard housing.

The visual survey revealed no attractive examples of housing in R-6 zoned residential areas. An unattractive example is shown in photograph 9. The houses shown in this photograph are typical of the poorly constructed, unmaintained structures found in some parts of the R-6 residentially zoned areas.

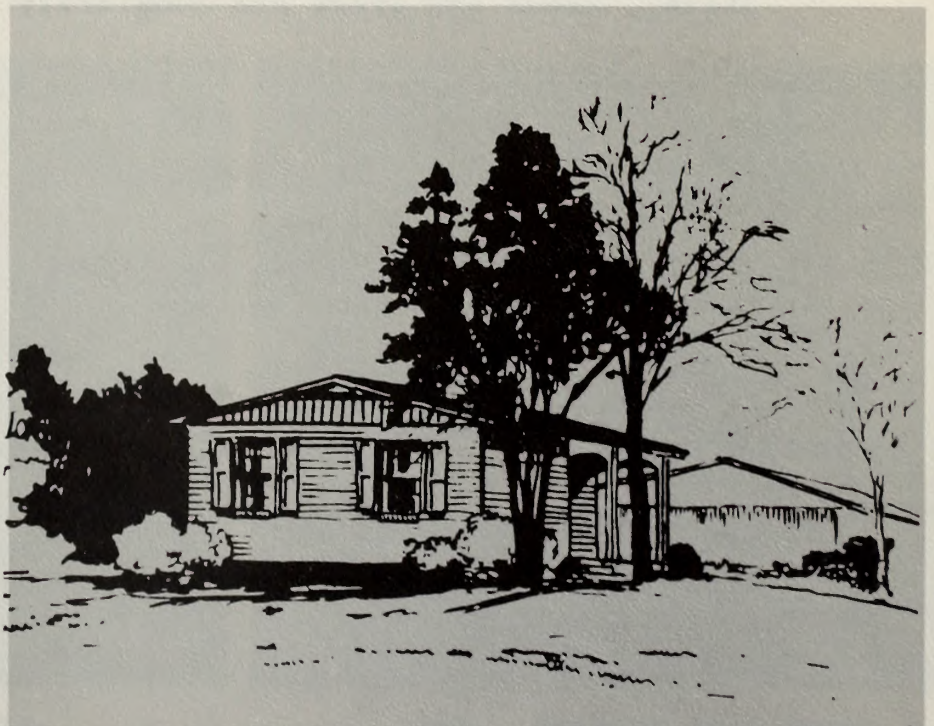
No attention has been given to adding trees, shrubs, or grass, and many of the lots are swept bare of all vegetation.

OLD SANFORD AND OLD JONESBORO RESIDENTIAL AREAS R-6

UNATTRACTIVE EXAMPLE



9. Washington Ave. Area
Existing



9A. Washington Ave. Area
Proposed

Mobile Home Park Areas

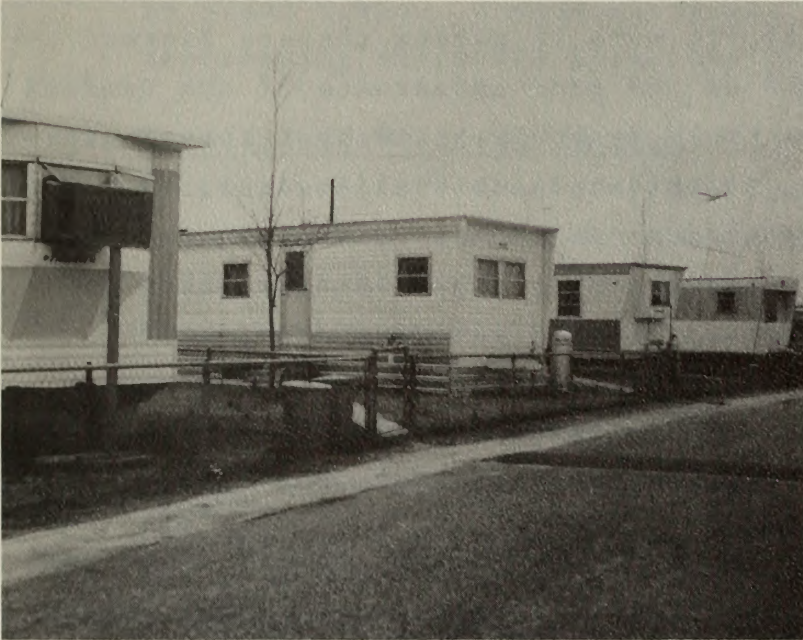
There are located within the Sanford Planning Area three mobile home parks: (1) one on Hawkins Street, (2) one on Kelly Drive, and (3) one on Tramway Road. Some of the parks have grown from backyard enterprises to sizable facilities without benefit of an overall site plan. Units have been added as needed, resulting in a disorganized, unattractive arrangement of trailers, roads, parking spaces, etc.

Photograph 10 is of Dreamland Mobile Home Park. The visual survey revealed this park as being the most attractive mobile home park in the planning area. An overall design scheme is being followed, streets are paved, and concrete pads are provided adjacent to each mobile home. Shade trees have been planted but have not yet reached sufficient size to provide shade.

Photograph 11 illustrates a mobile home park which existed prior to the adoption of the new zoning ordinance; it is an existing nonconforming use which has not been properly planned nor improved. Parking areas are unpaved, mobile homes are not provided with concrete pads, service areas are unattractive, shrubs, trees and grass are completely absent.

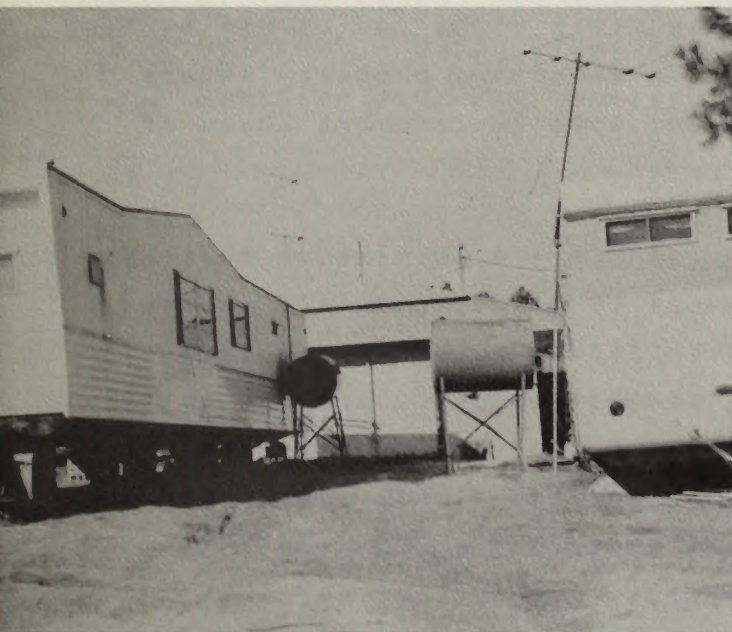
MOBILE HOME PARKS AREAS

ATTRACTIVE EXAMPLE

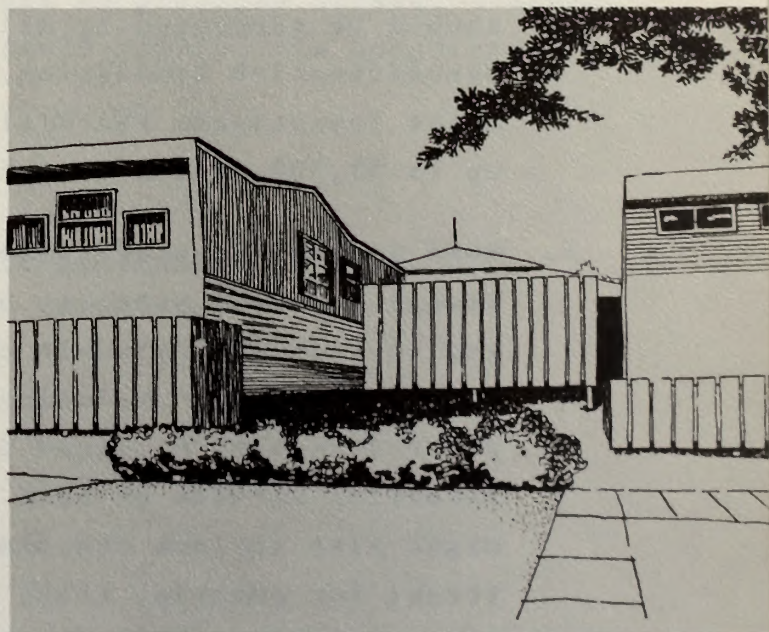


10. Mobile Home Park (Dreamland)

UNATTRACTIVE EXAMPLE



11. Hawkins Ave. Park
Existing



11A. Hawkins Ave. Park
Proposed

General Recommendations For Improving Residential Areas

1. Clean-Up Campaign - If you were to select the one factor which contributed most to the poor appearance of the Sanford residential areas, it would probably be trash (litter, overgrown lots, old cars, dilapidated out-buildings, etc.). What is needed is a comprehensive semi-annual clean-up campaign.

Local civic and garden clubs should join together in sponsoring such a program. It is recommended to obtain maximum benefit from news releases, etc., that Sanford coordinate with the statewide clean-up, fix-up campaign which is to be conducted during May of each year.

2. Paint-Up, Fix-Up Campaign - Next to trash, unmaintained and dilapidated buildings contribute more than any other factor towards a poor appearance in Sanford's residential areas. Broken steps, sagging porches, unpainted walls, deteriorating foundations and roofs are a few of the more noticeable defects. Some buildings need only good maintenance while others are in such poor condition it would be uneconomical to bring them up to adequate healthful standards. A concerted paint-up, fix-up campaign is needed. This campaign should be supported by all the civic clubs and by the Sanford Beautification Commission. For financing, property owners might investigate FHA Title One Home Improvement Loans of up to \$3,500 with 5 year terms.

3. Home Grounds Beautification Program - A program of this type should interest property owners to plant trees and shrubs and to trim and maintain those plants now in their yard. Some landscaping assistance on what to plant and how to plant it can be obtained from the Department of Agriculture Extension Service or from local garden clubs. This program might also include the annual distribution of colorful small trees; for example, crepe myrtle, dogwood, or red leaf Japanese maple. The plants could either be distributed at

cost or a local club or industry might be willing to donate money in order to stimulate people in the lower income groups to plant trees. Homeowners might investigate financing landscaping under FHA Title One Home Improvement Loans.

4. Street Tree Planting Program - A unified effort should be made to plant street trees in Sanford. This effort should be coordinated by the Sanford Beautification Commission and be under the Sanford Department of Public Works direction. Street trees should be planted in accordance to a street tree planting plan. Each year additional streets should be added to the street tree planting program. Sufficient variety in street trees should be provided to prevent monotony but at the same time provide unity, balance, and rhythm by repeating the same species of tree. If only one or two varieties of trees are selected and should diseases strike these varieties, the city may lose all of them in the span of a few short years. For example, Dutch elm disease has eliminated elms from some cities in this manner.

In many cases, street trees will need to be planted on adjacent private property rather than in the street right-of-way, when street rights-of-way are too narrow and a minimum seven foot strip cannot be provided between sidewalk and curb. This, of course, would require the cooperation of abutting property owners.

5. The Sanford governing body has adopted a subdivision ordinance to guide new residential development in the Sanford Planning Area. The ordinance requires that the necessary streets and urban utilities are installed and that the parcel be subdivided in a manner acceptable to the Planning Board and the Board of Aldermen. Properly enforced, this ordinance will insure that as new developments are added adequate standards will be maintained.

6. Urban Renewal - The most feasible solution to bring some badly deteriorated residential areas up to standard healthful conditions is to obtain an Urban Renewal Grant from the Federal government.

In an urban renewal project, loans are also made available to persons to improve their property. Structures too far gone are purchased by the local urban renewal authority, torn down, and the land cleared and replatted to standard lots. Streets and utilities are brought up to adequate minimum standards and the land is sold to private developers or individuals for development. The city's share of the net project cost is 1/4 and the Federal share is 3/4. The net project cost is computed by subtracting from the original cost of the property plus the improvement added to it, the amount of money received from the resale of the property. The city can deduct from its cost local credits (improvements made to the project in the form of streets paved, water lines extended, sewer lines installed, etc.).

7. Minimum Housing Ordinance Enforcement - Dilapidated houses scattered between good housing add significantly to the poor appearance of some residential areas. The city has adopted a minimum housing ordinance which enables it to require that substandard housing either be brought up to desirable minimum standards or that it be demolished. The city cannot, however, exercise this authority outside the corporate limits. For the

city to improve deteriorated housing in the one-mile area, the area would have to be annexed to the corporate limits.

8. Enforcement of other city nuisance ordinances against dumping, etc.
9. Open Space - Open spaces are needed to provide recreation space for the people of each neighborhood. Parks which are adequately planned, improved, and maintained add to the character of surrounding residential development. They provide open green areas that add measurably to the value of adjacent properties and to its aesthetic appearance.
10. Street Improvements - Every effort should be made to have all the streets within the city paved. Petition paving projects should be encouraged. Perhaps streets in low income areas could be paved by the city as part of an urban renewal project with the paving cost becoming part of the city's 1/4 share of the project cost.

Storm drainage is a major problem to the appearance of the city; ditches grow up in unsightly weeds or their banks become badly eroded. Curb and gutter drainage should be provided. Curbs provide neat attractive edges. If the adjacent residents cannot afford curb and gutter, a swale ditch should be installed. (A V type ditch with maximum slope of 2:1 or 3:1 - two or three feet of horizontal distance for each one foot of vertical fall.) This type ditch erodes less and can be mowed and maintained by the adjacent property owner all the way to the edge of the road pavement. This also eliminates costly hand cleaning of unsightly ditches by the city.

11. Utility Poles and Wires - A most unattractive feature found in a number of the residential areas of Sanford is the tangled maze of utility wires running along streets. Overhead wires

are particularly noticeable when there are large numbers of them or where no trees are in the area to partially block them from view. At corner locations and where there is a change in direction, often the number of utility poles becomes objectionable also.

The subdivision ordinance the governing body has adopted permits the Planning Board to require in new development that overhead wires be placed in rear easements. This should be required in all new subdivisions when feasible.



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PART III. THE APPEARANCE OF COMMERCIAL AREAS

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U.S.A.



STANFORD
UNIVERSITY
LIBRARY

PART III. THE APPEARANCE OF COMMERCIAL AREAS

What qualities constitute an unattractive commercial area? In order to evaluate the problems of commercial areas, these areas were divided into five types: (1) neighborhood business, (2) highway service, (3) shopping center business, (4) central business, and (5) general business. In addition, other business related areas are also discussed in this section. (See the Zoning Map in the Appendix.)

The uses of land included and permitted in each of the five commercial areas differ. For example, within the neighborhood business area, small grocery stores are the most frequent use found. In the highway service district, service stations are probably found most frequently. The dominant store in shopping centers is the department store. Sanford boasts two central business districts, one located along Steele Street and the other in Jonesboro along Main Street. Businesses found within the central business district cater to pedestrians. The general business areas include such uses as auto sales and repair establishments.

While the uses of land permitted in each district differ, so also do their circulation and parking needs. In the central business district where comparison shopping is done, businesses must be readily accessible to pedestrians.

There are common problems found in all the commercial areas, however. These problems include an excessive number of signs, unrelated buildings, and unpleasant overhead wiring. Problems found in each of the various type commercial areas will next be discussed in detail.

Neighborhood Business Areas

There are a number of grocery stores and grocery store-filling station combinations found in neighborhoods which existed prior to the adoption of the new zoning ordinance. Generally, these establishments provide for the day to day needs of adjacent residents. Since neighborhood businesses occupy small tracts and abut residential land on two or more sides, it is difficult to achieve a compatible land use relationship. Abutting residents must endure late night lighting, unattractive signs, early morning delivery noises, parking problems, and the poor appearance of commercial service areas.

In order to obtain a more compatible land use relationship, the zoning ordinance now requires that new businesses provide off-street parking space, off-street loading space, sufficient building setback from front, side and rear lot lines, and that signs not be excessively large. Where a business zoned lot abuts a residentially zoned lot, a visual buffer must also be installed to insure a more compatible relationship. The buffer can either be a fence or a dense evergreen hedge.

A major visual problem exists in relationship to small neighborhood businesses because of the large number of existing product signs (cold drink, etc.). In addition, most small stores make no honest attempt to conceal service areas which are frequently piled high with cold drink bottles, unattractive trash barrels, etc. These are aesthetic problems which cannot be controlled by the zoning ordinance. Public education programs and incentive award programs should be developed by the Sanford Beautification Commission to help motivate the business property owner to correct aesthetic problems.

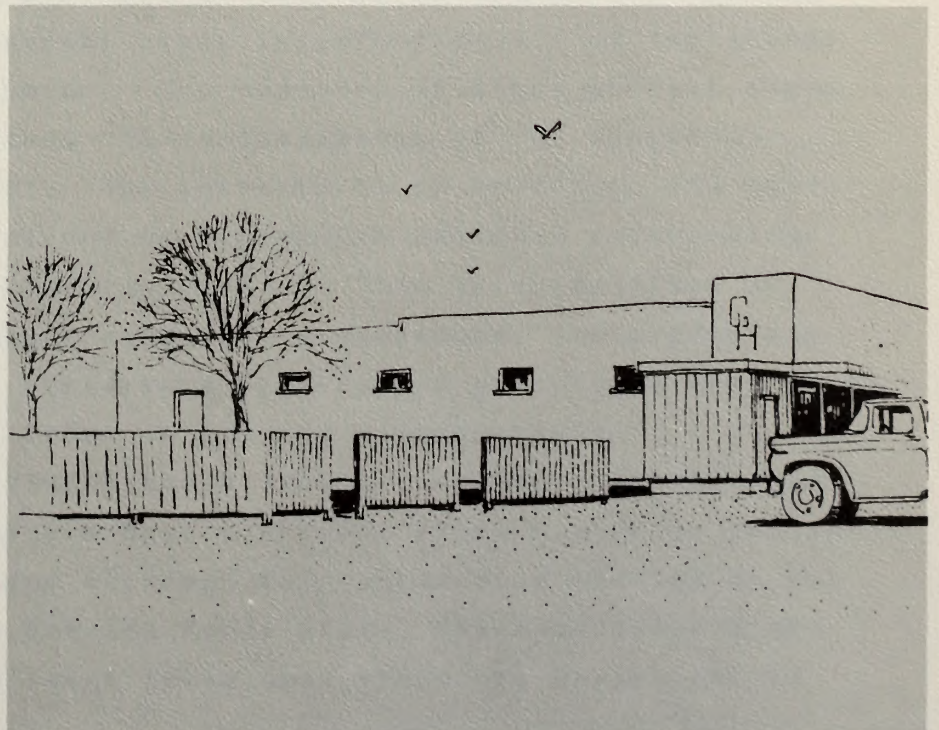
Photograph 12 is typical of the unattractive service areas and excess product signs found at small neighborhood grocery stores. Cleaning of service areas is a never ending job. The most effective aesthetic control can be obtained by screening service areas from public view.

NEIGHBORHOOD BUSINESS AREAS

UNATTRACTIVE EXAMPLE



12. Hawkins Ave.
Existing



12A. Hawkins Ave.
Proposed

Highway Service Areas

Parcels of land have been zoned for highway service use along Bypass U. S. 1, 15, 501 at: Wicker Street, McNeil Road, and Burns Drive. Along Carthage Street and Tramway Road, there is also land zoned for this type use. Gas stations and motels are the most frequent type businesses usually found in this zoning district, but most of the land zoned for highway service use in Sanford has not yet developed.

The aesthetic problem encountered in highway service generally is a lack of building setback, no curb-cut control, an excessive number and size of signs, and buildings gaudy in color and appearance. Service stations and motels are often over-signed and over-lighted. Access to off-street parking areas is poor, parking areas and driveways are often not paved or marked.

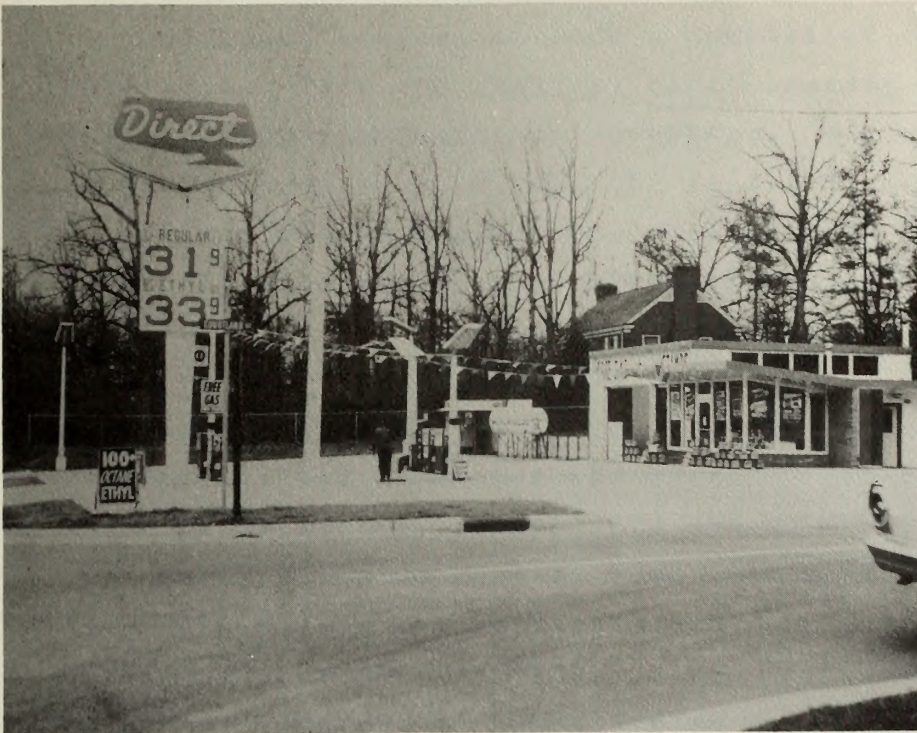
The merchants' problem is to attract the traveler's attention from a high speed highway. Ample sight distance must be given to perceive the message and to maneuver his automobile off the highway into the place of business. Larger signs are, therefore, justified, but a cluster of too many signs makes the motorists's decision more difficult. As an example, it is not necessary for a restaurant owner to advertise all of the drinks sold at the establishment. The addition of these product signs adds confusion and makes the comprehension of the essential message more difficult. The services of an architect and landscape architect are needed to accomplish tasteful surroundings that appeal to the traveling public. This is exemplified by major motel chains where competent professional assistance has increased business. Large parking areas in particular need trees and ground covers in order to provide a human scale.

Photograph 13 illustrates a typical use and aesthetic problem of highway service areas, a service station with an excessive number of product signs although this particular station is not located in a Highway Service Zoned Area. Overhead banners are also offensive. The large paved open areas are unpleasant to

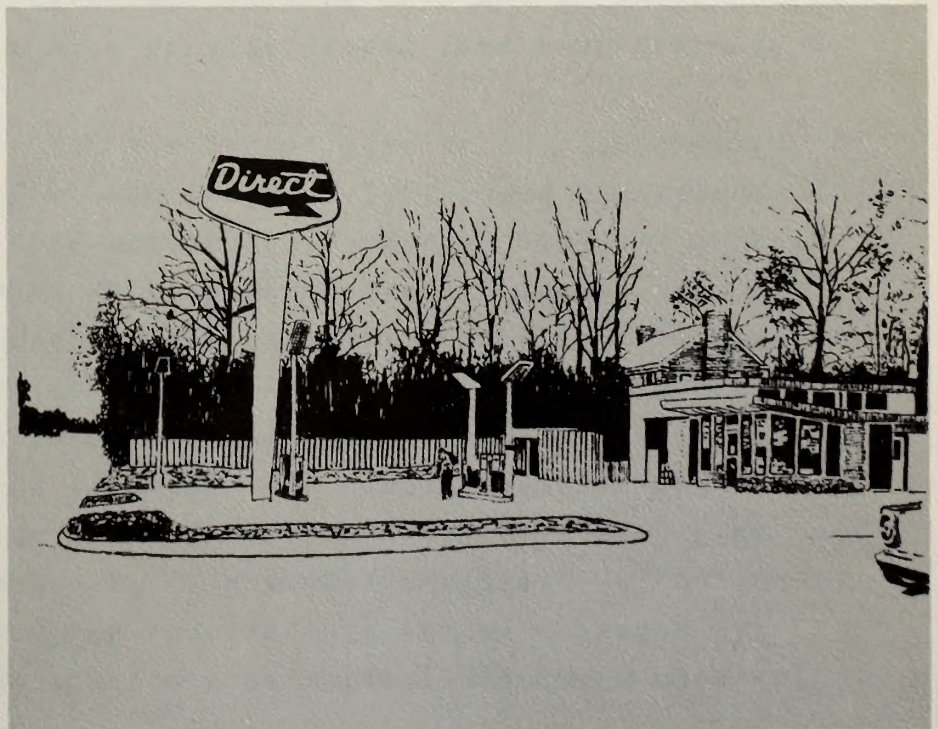
look at and to walk in. Shrubs and trees added along the property line and ground covers of plant materials along the street would add to the appearance of service stations.

HIGHWAY SERVICE AREAS

UNATTRACTIVE EXAMPLE



13. Lee Ave.
Existing



13A. Lee Ave.
Proposed



Shopping Center Areas

Shopping centers include a complex of commercial uses planned as a unit. Only one regional center exists in Sanford, the Kendale Shopping Center in Jonesboro. A similar regional center is proposed on U. S. 1, 15, 501 at the Spring Lane intersection.

Since shopping centers are planned as a unit, problems common to other commercial areas can be eliminated (unrelated building facades, unharmonious colors, unrelated lettering style, and size of signs, insufficient parking or service space). Building facades can be coordinated by the shopping center architect. The developer can exercise control over signs, their style of lettering, colors, and size.

Early shopping centers were little more than strip commercial with off-street parking added. More sophisticated centers developed from the knowledge gained from these early centers. It became apparent an overall plan was needed for the total center. The human scale (spaces which a person can orient himself easily) was completely lost in huge asphalt parking areas found in some centers. The addition of small trees, at older centers, have helped to define parking bays and to divide large parking areas. Trees also provide relief from heat and help to orient shoppers.

The mall type center has become popular in recent years. This is a grouping of stores around a landscaped courtyard. It is possible in this type center for a shopper to visit a great many more shops without walking excessive distances.

The aesthetic problem in a shopping center is: (1) to provide a human scale relationship, (2) to relate the shopping center with adjacent land use, and (3) to provide for large volumes of traffic and parking. The traffic problem can be resolved by the Planning Board reviewing shopping center plans and by coordinating with the N. C. Highway Commission on curb-cuts. A more compatible land use relationship can be achieved by requiring that adequate buffers be installed between shopping

centers and abutting residentially zoned land use. A human scale relationship can be accomplished by good overall center design and landscaping of the center.

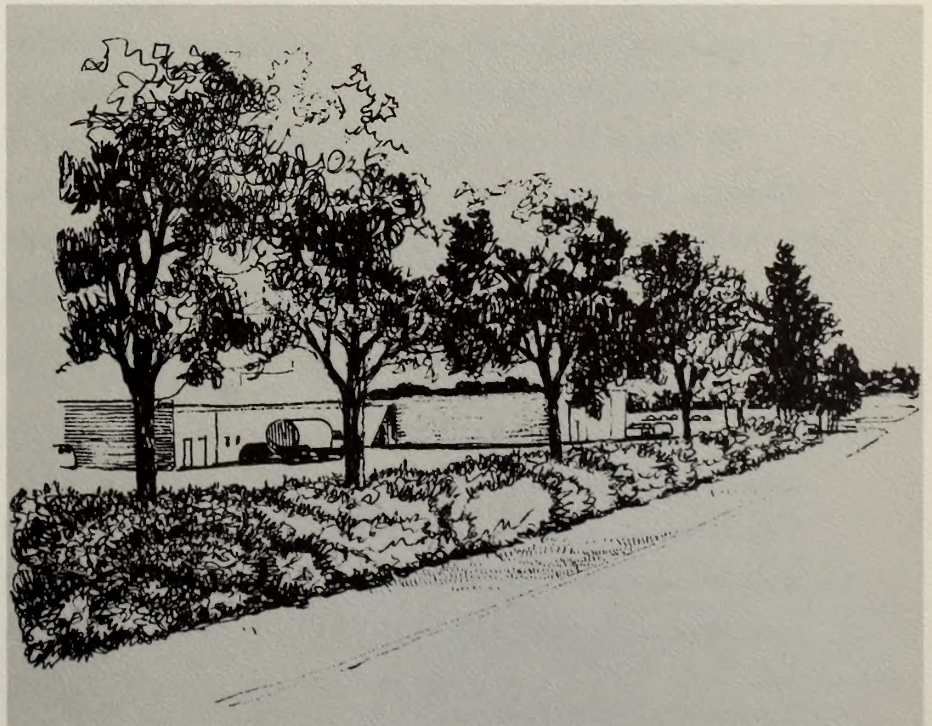
Photograph 14 was taken at the rear of Kendale Shopping Center. A visual screen is needed to extend between the shopping center and residents facing the rear service area. In addition, the front parking area of this center should include small trees that will help orient shoppers provide a human scale to the off-street parking area and provide shade.

SHOPPING CENTER AREA

UNATTRACTIVE EXAMPLE



14. Kendale Shopping Center
Existing



14A. Kendale Shopping Center
Proposed

Central Business Area

There are two downtown areas in Sanford. One fronts along Steele Street between Carthage Street and Wicker Street and the other along Main Street between Lee and Dalrymple Streets (in Jonesboro). The aesthetic problems of both areas are similar and were discussed in detail in the Central Area Proposal Study printed in August, 1963.

A major problem is to unify buildings by coordinating the appearance of their facades on a block basis. Sign control, overhead wiring, and parking are also problems. Improvement of rear entrances is needed. Street furniture not absolutely necessary should be eliminated (traffic signs, mail boxes, trash receptacles, monuments, light standards all add to the clutter).

The design of the necessary street furniture used should be simple. It is not necessary for street furniture to dominate your field of vision to be functional; in most cases, it should be made to blend in as much as possible. The use of neutral colors sometimes helps to accomplish this objective.

The front and rear facades of several downtown stores need painting or renovation. Improvements should be coordinated on a block basis. Architectural design services should be sought by individual merchants to obtain the best recommendations for materials, colors and forms. Buildings downtown cannot be similar to those of a shopping center, but they can be coordinated to harmonize. The use of a continuous canopy, coordinated color schemes, coordinated sign lettering styles and colors all help provide unity.

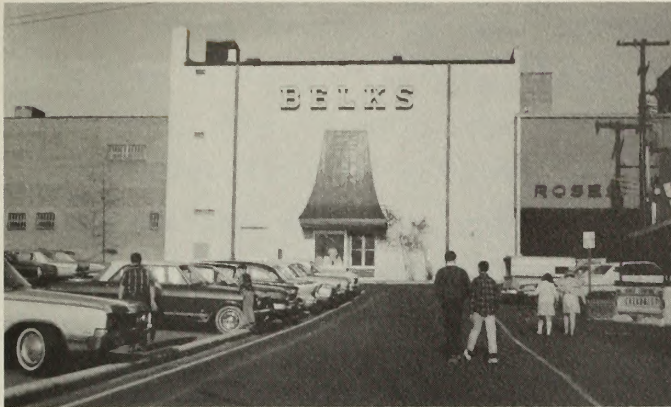
Photographs 15, 16, 17, and 18 indicate four examples of attractive buildings revealed by the visual survey. The examples include clean simple lines with green softness added by plant materials. Colors and textures were also carefully selected.

Photograph 19 is an example of the older buildings which are unattractive. Some of these buildings are vacant; for

example, the building in the foreground. Renovation or removal and replacement with a more adequate structure is recommended.

CENTRAL BUSINESS AREA

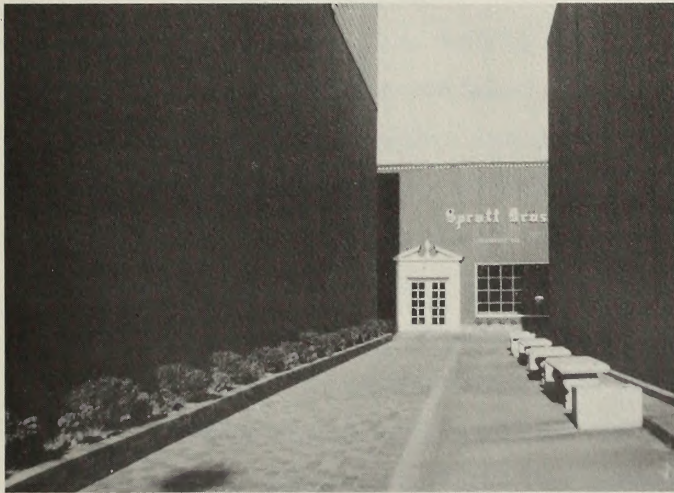
ATTRACTIVE EXAMPLES



15. Rear of Buildings
Facing Steele St.



16. Steele St.

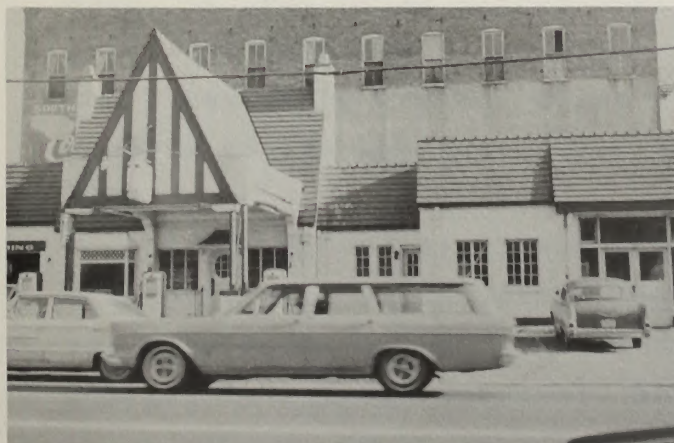


17. Spratt's Lane

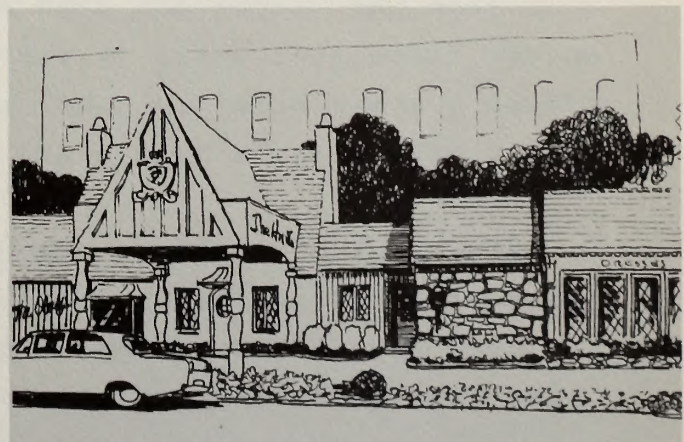


18. Steele St.

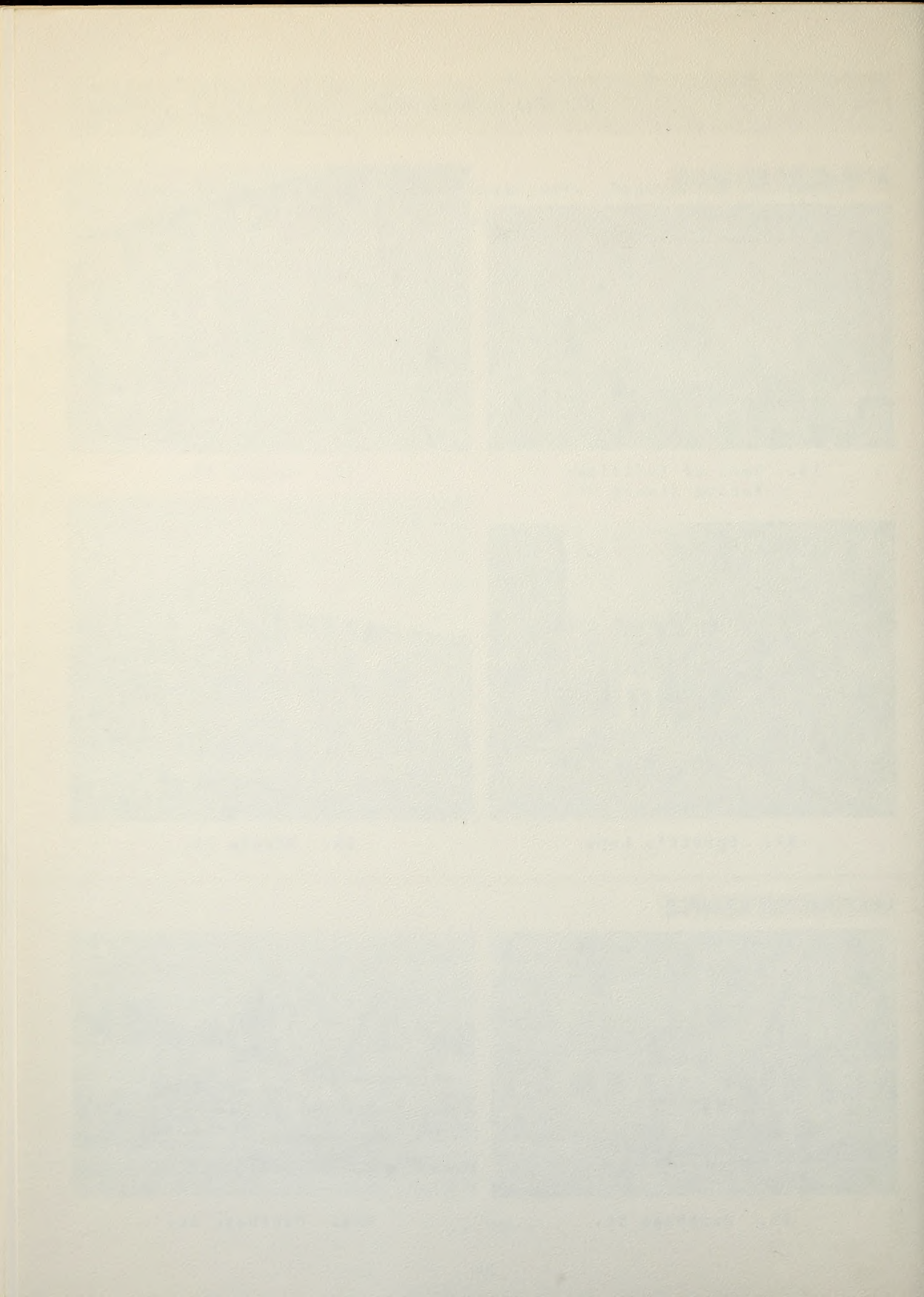
UNATTRACTIVE EXAMPLE



19. Carthage St.



19A. Carthage St.



General Business Areas

Most of the general business land use in Sanford extends along Carthage Street, Wicker Street, Horner Boulevard, Main Street, Lee Street, and Bragg Street. Uses found within this district include automobile sales and service establishments, eating and drinking establishments, wholesaling establishments, gas stations, contractors offices and yards, etc. The commercial establishments included within this district are commercial activities that need adjacent parking.

There is a great deal of variation between the uses found within this commercial area. As a result, obtaining a compatible land use relationship is more difficult. Since most of the land use is oriented to vehicular traffic, curb-cut control and off-street parking is needed. Canopies and sidewalks are less of a problem because most businesses provide a certain amount of adjacent off-street parking. This type commercial area (found adjacent to the central business district) is intermixed with residences that are being converted to office use. Dilapidated and deteriorating residential buildings contribute significantly toward a poor appearance in the general business area.

Since many activities take place out-of-doors in this district, these activities sometimes contribute to a poor appearance. Examples include contractor storage yards, appliance repair dealers - with their accumulation of miscellaneous items (pipe, wire, lumber, etc.). It is almost impossible to store in neat, orderly piles miscellaneous odds and ends. The only practical solution is a buffer fence or hedge that would screen these unsightly areas. Often the fence can also serve a useful purpose to the business owner by prevention of theft and vandalism.

Too many and too large signs are a major problem: gas stations, auto sales operations, drive-in eating establishments, and tire sales establishments are frequent offenders. Sign colors, background material, and letter styles along with size,

number, etc., contribute to an overall poor appearance in some portions of the general business area. There is a great deal of competition between merchants to install larger and more gaudy signs. Control over the size and location of signs is exercised by the city with the zoning ordinance. There is no aesthetic control over colors of letters and background, style of letters, etc. The good taste of property owners must be depended upon.

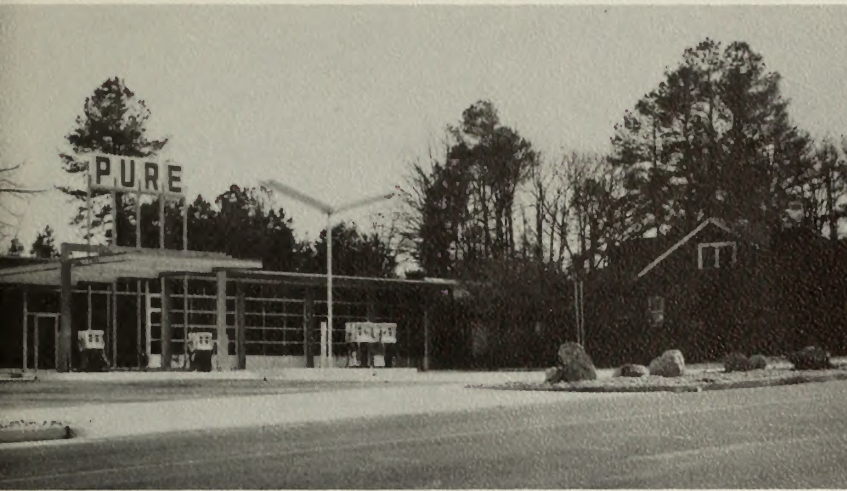
Along some of the major streets in Sanford, direct access from street to off-street parking bays is permitted. In these cases, curbing is lacking and there is back-out movement into major thoroughfares which is hazardous and reduce their traffic carrying capacity. The use of an eight inch barrier curb to control movements onto and off the highway is recommended. This also adds a great deal to the appearance of a street by providing a well-defined edge to the pavement. The significant contribution curbing makes to the appearance of business areas is most noticeable in recent street improvement projects in Sanford such as that along Horner Boulevard.

Photographs 20 and 21 are two examples of businesses revealed by the visual survey as being attractive. These two new service stations have not been cluttered with an excessive number of signs and banners. The grounds of both stations were beautified with plants and rocks. The site of photograph 20 would be improved considerably if the utility wires were placed underground.

Unattractive examples of establishments in the general business district are shown by photographs 22. Photograph 22 is of the bus station. Product signs, unscreened service areas, unpaved parking areas are but a few of the visual problems that are illustrated by this photograph. In addition, there are no plants to provide visual relief from structural materials.

GENERAL BUSINESS AREA

ATTRACTIVE EXAMPLES



20. Phillips 66
Carthage & Carbondon Rd.

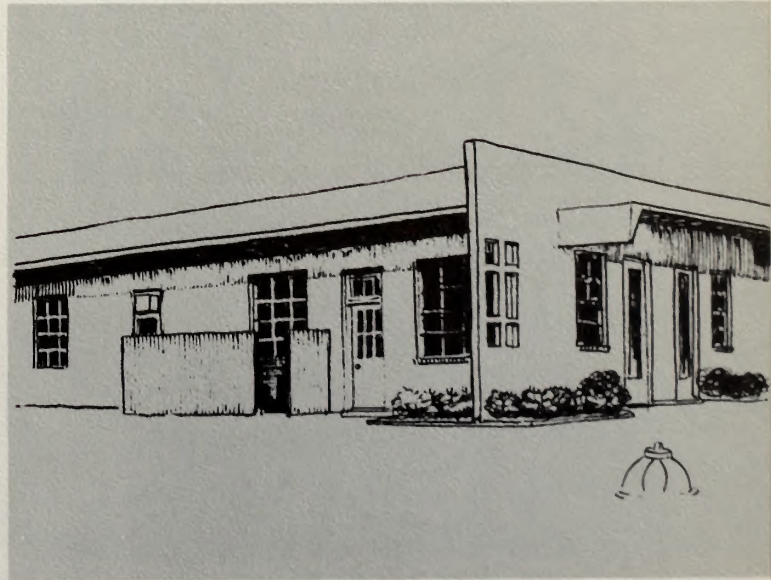


21. Pure Oil
Carthage St.

UNATTRACTIVE EXAMPLES



22. Bus Station
Wicker St.
Existing



22A. Bus Station
Proposed

Other Business Related Areas (Office and Institutional Uses)

Abutting the central business district, in the vicinity of the hospital, the courthouse, and the school board office, land is zoned for office, institutional, and multi-family use. Some of the areas include public facilities and the adjacent private offices (i.e., hospital and doctors' offices). Adjacent to the central business district, this area serves as a transitional use between commercial and low density residential use. Older residences are converted to office or multi-family use which enables the property owner to obtain a greater return on his investment.

Since offices and multi-family residents are intermixed in this district, it is most difficult to obtain a compatible land use relationship. Typical of the more attractive portions of the office and institutional district is the Hawkins Avenue area (photograph 23) where offices and older residents are mixed. Both buildings and yards are well maintained.

An example of an older home which has not yet been converted to office use but is not being maintained for residential use is indicated in photograph 24. Both yard and building are being neglected. It is the transition from residential to office or commercial use which creates the major problem in the appearance of this district. Overzoning for office institution use can result in more properties being placed on the market than can be used.

OTHER BUSINESS RELATED AREAS

ATTRACTIVE EXAMPLE

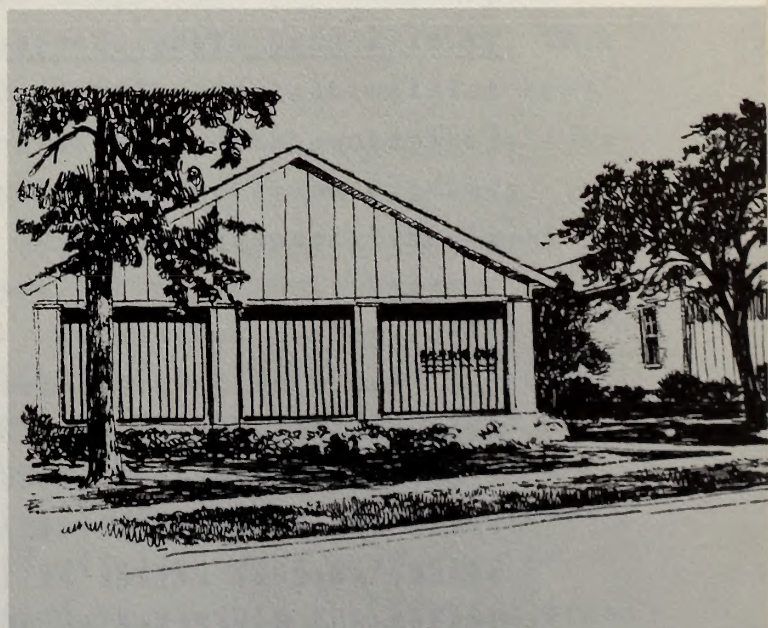


23. Hawkins Ave.

UNATTRACTIVE EXAMPLE



24. Carthage St.
Existing



24A. Carthage St.
Proposed

General Recommendations For Improving Business Areas

1. A clean-up campaign is needed in all the commercial areas of Sanford: weeds, trash, and unattractive trash receptacles all need attention. A semi-annual clean-up campaign is recommended. It should be supported by the Sanford Beautification Commission. The campaign should have street or block coordinators. Unless such a program is properly organized and supported by the merchants, little visual impact will be obtained.
2. Storage and service areas need screening. A complete visual screen for service areas is the most satisfactory solution to obtain any lasting beautification benefit. Because space is limited at most businesses, a structural screen of wood, concrete, brick, or block is needed. The material used should completely block the service area from view, be permanent, and be inexpensive enough for businesses to install.
3. Eliminate dilapidated buildings. Dilapidated residential and dilapidated commercial buildings should be razed.
4. Unattractive signs should be eliminated. Problems encountered in sign design include: (1) location or placement of sign, (2) size and shape of sign, (3) letter style, (4) letter and background color, and (5) materials. The placement of a sign affects the appearance of a street. For example, signs projecting from buildings are more offensive than those mounted flat against buildings.

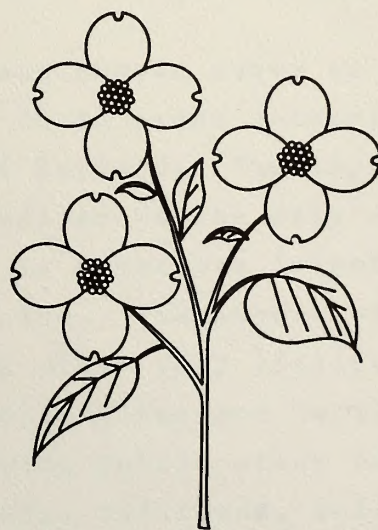
The size of signs permitted should be related to building frontage or, in the case of general business areas, to lot frontage. Lettering style should be coordinated on a block basis downtown; in outlying commercial areas on a street basis, several styles of lettering should be selected for individual merchants to choose from.

The colors for letters and for the background affect not only the legibility of a sign but also its ability to pull trade. Usually there are too many styles of letters and too many colors per block; several combinations should be adopted to choose from. Too many materials, just as too much color, lettering style, etc., add to an unharmonized appearance to adjacent business signs. Where possible, abutting merchants should use similar materials. The zoning ordinance provides control over the number of signs, their placement, and size. Lettering styles, colors, and materials should be coordinated on a block basis by merchants' organizations.

5. Curb and gutter streets are recommended for all commercial areas to improve the appearance of the street and to control the movement of traffic on and off the street. There is not enough right-of-way width on some existing streets to provide the desired minimum width for traffic travel lanes, for on-street parking, and for sidewalks. The pedestrians' needs should not be overlooked in order to accommodate vehicle traffic; however, sufficient sidewalk width should be provided in the central business district for two couples to walk (about 12 feet - includes 2 1/2 feet per person plus 2 feet at the curb for canopy post and parking meters). Wide sidewalks are not as important in the general business area or in neighborhood business areas as in the central business district. Curbing at the edge of the pavement prevents cracking of asphalt paving. Curbing also provides a neat edge to the pavement and channels the flow of water.
6. Improve off-street parking areas. Parking bays should be paved and stripped or graveled and marked with concrete markers. Large parking expanses should be reduced to a human scale relationship by installing hardy shade trees. Where parking areas abut residentially zoned property, a wall or hedge should be provided to obscure the parking area.

Entrance and exit to parking areas should be so designed that they can be easily seen or they should be marked with signs.

7. Access roads are needed to serve commercial uses along U. S. 1, 15, 501 Bypass. A strip 12 to 20 feet should be provided between the highway and the access road. Portions of the strip could be planted with trees and shrubs.
8. Street furniture coordination needed for poles, wires, signs, parking meters, canopy posts, etc. Each street should be examined carefully; items not absolutely necessary should be discarded. Trash receptacles, etc., should be simplified and standardized in design. Excess numbers or posts for canopies or for parking meters should be eliminated. The locating of signs in the street right-of-way should be prohibited.
9. Sidewalks should be improved. Some commercial areas have no sidewalks, others include walks that are badly cracked. A comprehensive sidewalk improvement program is needed such as that recently undertaken by Raleigh. Where possible, materials other than concrete should be used to construct walks. Brick, for example, provides a warm, pleasant color and texture for walks.
10. Street tree planting recommended. The planting of large street trees is often not feasible in commercial areas. They tend to obscure businesses and signs. Small trees can be added in plant pockets (holes between walk and curb) or installed in large concrete tubs. Examples of hardy small trees include cherry laurel and crepe myrtle.



**SANFORD
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PART IV. THE APPEARANCE OF PUBLIC AREAS

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PART IV. THE APPEARANCE OF PUBLIC AREAS

Although public property includes but 30 percent of the total acres of developed land found in the planning area, most of this land is either in street acreage, is visible from the street, or is visited by large numbers of people. Since much of the daytime population drives down public streets, makes visits to public sites (as in the case of the City Hall), or spends a large part of their day on the site (as in the case of public schools), the appearance of public areas exerts a great deal of influence in setting standards of values of what people feel is attractive.

The appearance of public areas should serve as a good example for the private sector. These areas determine to a great extent what the visitor thinks of Sanford. The impression visiting industrialists obtain influences the city's economic growth. The city's visual image is sometimes forgotten in an effort to keep the city tax rate low. The amount of money needed to provide a good visual image is often very little; all that is needed is good maintenance to public sites and facilities.

The appearance of the following public areas in Sanford will be discussed: streets and highways, railroads, utility lines, sidewalks, City Hall, Court House, schools, parks, maintenance and utility areas, and other public related areas.

Streets and Highways

Sanford's street system can be divided into two types: thoroughfares and minor streets. Thoroughfares carry large volumes of traffic and are generally built and maintained by the State Highway Commission. Minor streets provide access to abutting property and are generally improved by benefit assessments levied against the abutting property owners or are paid for by the city.

The citizen of Sanford is probably most concerned about the appearance of the route he makes the most trips on daily; this may be to places of employment, to school, to shopping facilities, etc. The visitor will probably obtain his visual image of Sanford from the bypass or major thoroughfares he travels over.

The appearance of a street or thoroughfare begins with the design of the facility. If the initial design is inadequate, there is little the city can do to change the street right-of-way widths, alignment, grades, etc., without sizable expenditures. The changes are often beyond the city's fiscal capacity. But with state and Federal assistance, these changes are occasionally made on thoroughfares. The solution, however, is to require that future minor streets and thoroughfares, as initially installed, meet desirable minimum standards as required in the adopted subdivision ordinance.

Adequate rights-of-way should be provided by the developer. This right-of-way should be graded for sidewalks even though they may not initially be constructed. Improvements in paving, pavement widening, and storm drainage can be added after a street has been installed. Adding curb and gutter to an open ditch street is, however, sometimes difficult. The normal storm run-off flow is into the gutter and then either into a surface discharge point or into a storm drainage line under the street. If the roadway pavement is installed too high, it is not possible to discharge water from abutting land into the street. Many of the streets in new subdivisions surrounding the city are of the

open-ditch type. Some could probably not be adapted easily to curb and gutter. Open-ditch streets create a number of appearance problems: erosion, weed growth, trash deposits following heavy rains on driveways, etc. When open-ditch streets are used, the ditches should be graded to a gentle 2:1 or 3:1 slopes (two or three feet of horizontal distance to each one foot of vertical fall). With a swale ditch of this type, the property owner can keep the grass mowed to the pavement edge. This avoids the unsightly weed growth and poor appearance that often accompanies ditches with steep slopes. Erosion is also a major problem where ditch banks are steeper than a 2:1 slope. These ditches must be cleaned frequently or they do not adequately serve their intended purpose. The vertical section of a ditch also creates problems when slopes exceed four percent. In new subdivisions, ditches should either be paved or sodded if a fall of more than four feet within a hundred feet is encountered. Where existing ditches are badly eroded, similar treatment is needed.

Where the topography is rolling such as that west or east of Sanford, street and highway cuts and fills create special problems. When road shoulders and ditch banks are bare of vegetation, they do not blend into the landscape - they stand out in stark contrast. Not only are areas bare of vegetation unattractive, they also require considerably more maintenance as a result of erosion. In some cases, all that is necessary is the addition of hardy grasses or vines to hold the soil. In other cases, a regrading of slopes may be necessary where they are badly eroded or if they are too steep to be maintained. Where there is not sufficient right-of-way to provide gently sloping shoulder and ditch banks, serisa lespedeza or hardy vines may be used (for example, vinca minor or ivy). Vines are recommended for low banks in front of homes. Every effort should be made in the original design of the road to mold it to the land so that ugly scars are not left behind that are difficult to cover with vegetation. This is not always possible, especially since slopes

of more than ten percent are not desirable for the roadway.

Special attention to the appearance of entrances into the city and to the bypass is needed. The actual design and installation of roadways is performed by the State Highway Commission. What can the local governing body contribute toward improvements in the appearance of thoroughfares? It can control land use along the thoroughfares, control advertising (product signs), and business name signs with the zoning ordinance.

The citizens of Sanford and the governing body can contribute a great deal to relate the roadway to adjacent land by landscape treatment. This does not necessarily require that large numbers of shrubs and trees be planted within the highway right-of-way. In most cases, it would be desirable that many of the trees are planted on adjacent private property. Mass plantings of several varieties of pine could be made to screen out unsightly views. The use of small, flowering trees adds a great deal to the appearance of the roadway. Dogwood, redbud, and crepe myrtle are examples of small flowering trees which add color. At intersections, low ground-hugging materials, such as pfitzer or shore junipers are recommended to provide contrast from grass slopes and to reduce maintenance cost on steeper grades and in small areas.

It is also possible to add color to the grassed area of the roadway by wildflower planting and by planting of clovers that have attractive blooms. (Crimson and white dutch clover are good examples.) About all that is necessary to maintain planting of clovers and wildflowers is that they not be mowed when going to seed, that the right soil acidity be maintained, and that they are occasionally fertilized. There are striking examples of wildflower planting in Texas that were made along the highways, which have seeded large adjacent open pasture areas. It is a real visual delight to travel roads that have thus been enriched. You can image the handsome return in advertisement received by a community from a few dollars worth of seed.

Tree plantings not only along major thoroughfares but also along minor streets would add materially to their appearance. They provide shade and reduce street and traffic noises.

Despite these many good points, not all trees are suitable for street tree planting. Some trees grow rapidly and are easily broken by winds and storms or they are subject to disease and cold damage. Dead or weak trees are a hazard to pedestrians, motorists, and automobiles.

Trees with shallow root systems may push up sidewalks and curbs. The fruit and leaves of some trees are difficult to walk on, or smell, or discolor clothing. Fruit and leaves of trees also clog up catch basins, etc. The natural growth habits of some trees reduce the effectiveness of street lighting. All of the above factors should be weighed in selected suitable varieties of street trees. Some desirable characteristics street trees should possess include the following:

- (1) Ability to withstand dryness and a minimum of air in the soil.
- (2) Root system that supports the tree adequately in wind storms and that will not clog sewer lines.
- (3) Desirable shape with branching out of the way of traffic.
- (4) Freedom from litter or offensive odors.
- (5) Wood not weak and subject to breakage during wind or ice storms.
- (6) Resistance to disease.
- (7) Long normal life.
- (8) Adapted to soil, moisture, and climate of the city.

The city should adopt an official list of street trees which are acceptable for planting. The following suggestions provide a beginning for such a list which can be added as recommendations are received from qualified persons.

SMALL TREES

Where small street trees are needed (under overhead wires, and where the space between sidewalk and curb is less than seven feet, and in commercial areas-in plant pockets 4' by 4'), the following trees are recommended:

lagerstroemia indica - crepe myrtle

Height	-	20-30 feet
Spread	-	10-15 feet
Form	-	Upright, rounded
Flower	-	Either red, pink, or white - all summer
Fall Color	-	Copper

This is an extremely hardy and long-lived small tree. It is a profuse bloomer during hot, dry summer months. Not all varieties and colors bloom equally well; the watermelon red tends to bloom more profusely. The knurl smooth, light trunks of the plant add a sculptural effect, especially in winter when the leaves are off. It is free of disease and insects.

prunus caroliniana - cherry laurel

Height	-	20-30 feet
Spread	-	15-20 feet
Form	-	Upright, rounded

This small tree has attractive, dark green evergreen foliage. It is relatively free of disease and insects.

ilex opaco fosteri #2 - fosteri holly

Height	-	18-20 feet
Spread	-	6-8 feet
Form	-	Upright, pyramidal

It is a very handsome evergreen tree that includes red berries.

cornus florida - dogwood

The dogwood is an extremely attractive, small flowering tree. It blooms in early spring before the leaves appear. Native species are white, some cultivated varieties are pink and red. The fall color is bright crimson, followed by bright red berries.

It is a clean, long-lived, small tree. Although the dogwood is free of most insects and disease and can survive poor soils, it requires good drainage.

prunus serrulate kwanzan - Kwanzan cherry

Height	-	20 feet
Spread	-	15-20 feet
Form	-	Rounded

The Kwanzan cherry is an extremely attractive small tree in spring when it is in bloom. The flowers are pink, followed by bright, reddish copper new foliage.

acer palmatum - Japanese maple

Height	-	20-24 feet
Spread	-	20-25 feet
Form	-	Horizontal

This is a small, low-spreading tree. The red leaf variety is recommended; it adds bright red foliage throughout the summer. It is clean, slow-growing and relatively disease and insect free.

cercis canadensis - eastern redbud

Height	-	15-20 feet
Spread	-	10-12 feet
Form	-	Oval

This small tree provides an abundance of small, pink flowers borne in the early spring before the foliage. It also has a bright yellow, autumn color. It grows in almost any soil, but like the dogwood, requires good drainage.

LARGE TREES

Recommended larger street trees (where space of seven feet or more is provided between curb and sidewalk or when planted on private property adjacent to the street right-of-way).

acer floridanum - southern sugar maple

Height - 40-60 feet
Spread - 20-30 feet
Form - Oval

The southern sugar maple has dark, blue-green foliage with bright yellow, autumn color. It is a slow grower but an excellent long-lived disease and insect resistant tree.

ginkgo biloba - maidenhair tree

Height - 50-70 feet
Spread - 30-40 feet
Form - Irregular

This is an extremely hardy, disease and insect resistant tree. It also has attractive, yellow fall color. Care must be taken that only male specimen are planted. (The female plant has an ill-smelling fruit.)

magnolia grandiflora - southern magnolia

Height - 60-80 feet
Spread - 40-50 feet
Form - Upright, pyramidal

The dark-green, glossy evergreen foliage is extremely attractive throughout the years. In addition, large, white flowers form in spring and summer. The magnolia grows slowly, is long-lived, but relatively disease and insect free. It contrasts with most other trees and as a street tree provides a unique character. It should be used with a ground cover under it or where its leaves (which fall throughout the year) will not clutter sidewalks or lawns.

quercus borealis maxima - eastern red oak

Height - 50-60 feet
Spread - 40 feet
Form - Rounded

It is a clean, long-lived tree with bright red fall color.

quercus coccinea - scarlet oak

Height - 60-80 feet
Spread - 30-40 feet
Form - Rounded

Clean, long-lived with scarlet foliage in the fall and strong branches that are not subject to easy breakage.

quercus phellos - willow oak

Height - 80-100 feet
Spread - 40-50 feet
Form - Rounded

This oak grows rapidly and can be easily obtained. It has small, fine leaves that turn yellow in autumn. The acorns are also small. Small fruit and leaves cause fewer littering problems and less clog of drains.

quercus virginia - live oak

Height - 100 feet
Spread - 100 feet
Form - Rounded

Extremely attractive evergreen oak with small leaves and acorns. Slow, hardy grower and extremely long-lived.

Coordination is needed in any street tree program. In the past, street trees have been planted by either a property owner, developer, individual, civic club, or garden club. Individual planting of street trees should be coordinated just as planting by groups needs to be coordinated on a city-wide basis. The use of but one variety along a street provides visual harmony, but has the disadvantage that all trees may be lost if disease or insects strike that particular species. On the other hand, to

obtain visual harmony with several species would require a carefully prepared plan.

Other common problems occur in developing a street tree planting plan are to identify existing trees, their size, location and condition. It may be necessary to remove and prune some existing trees before planting any new trees. A carefully prepared tree planting plan by a landscape architect is indispensable in obtaining the best possible results. However, if funds cannot be raised to do such a plan, perhaps garden clubs may be interested in preparing plans for streets in their areas.

The success of a tree planting program requires that adequate pruning and maintenance be provided. The city's current policy is to remove only hazardous trees. What is needed is a small city crew to prune street trees. A high-lift apparatus on a truck would increase the amount of work such a crew could perform.

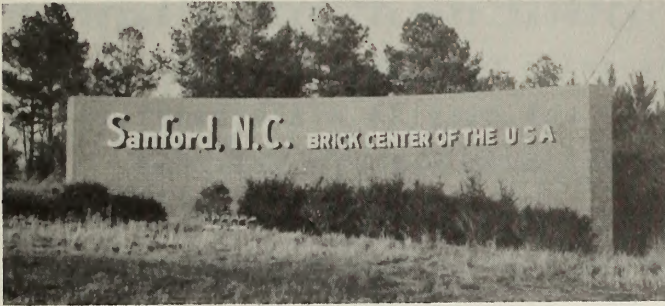
The city should adopt a street tree ordinance regulating the planting, spraying, trimming, and pruning of trees in street rights-of-way. This prevents the planting of trees in rights-of-way that could create maintenance problems. This ordinance should be administered by the Public Works or Parks Department. Raleigh provides a visual example of a city with an active street tree planting and improvement program.

Photographs 25, 26, and 27 show three highways the citizens of Sanford found attractive in the visual survey (Bypass 15, 1, 501, Hawkins Avenue, and Sunset Drive). Street trees and plant materials contributed significantly to the appearance of these roads.

Unattractive examples are shown in photographs 28, 29, and 30. Narrow rights-of-way and the lack of street trees were given as the reasons these streets are unattractive.

STREETS & HIGHWAYS

ATTRACTIVE EXAMPLES



25. City Entrance Sign Bypass



26. Hawkins Ave.

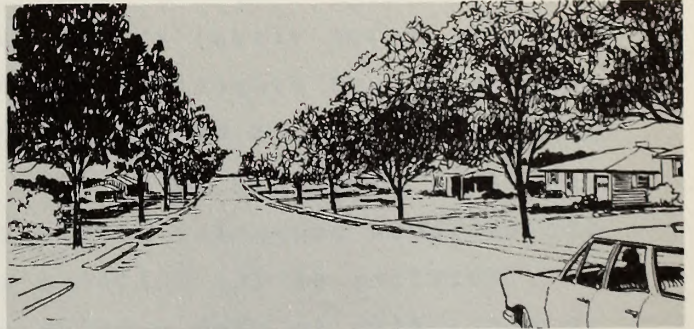


27. Sunset Dr.

UNATTRACTIVE EXAMPLES



28. Lakeside Dr.
Existing



28A. Lakeside Dr.
Proposed



29. Horner Blvd.



30. Horner Blvd.

Railroads

Sanford is served by three railroad lines: (1) the Seaboard Air Line Railroad (runs north and south through the city), (2) the Southern Railroad (that bisects the city in a northwestern-southeastern manner), and (3) the Atlantic Western Railroad (which enters the city in Jonesboro and parallels the Atlantic Coastline to the central business district - north-south manner). All of the railroads converge at the station which is located just east of the central business district.

Since most of the railroad lines generally run in a north-south direction through the city, east-west streets cross their tracks many times. Railroads of necessity must be built with minimum grades; several hundred yards of track and right-of-way are, therefore, visible from any street crossing. (Another aesthetic problem of the railroads is their effect on adjacent residential development.) Developers and abutting property owners should be encouraged to install (on their property) a dense evergreen hedge or solid fence. An adequate buffer can reduce considerably the noise and visual problem of the railroad.

The major visual problem with the railroad rights-of-way centers around proper maintenance. The right-of-way should be graded and planted with grass by the city if railroad companies cannot be persuaded to do it. Regular mowing by the city or by the railroad companies should be done throughout the year.

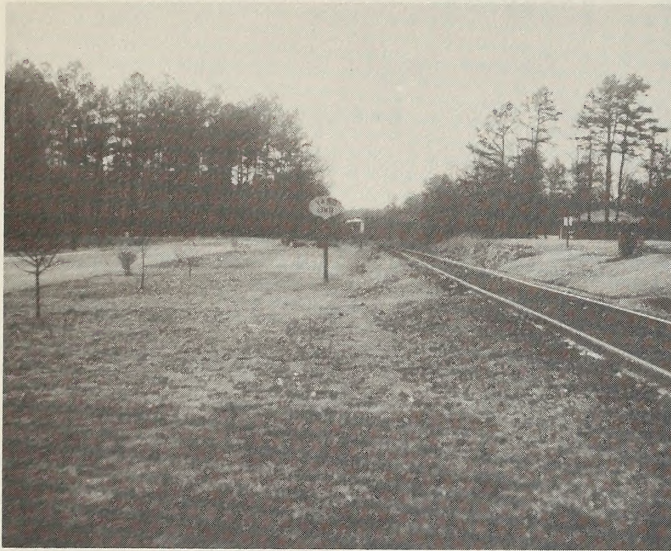
Portions of the railroad tracks the visual survey revealed as attractive is that section of Moore Street shown in photograph 31. Half of the right-of-way is grassed and is kept neat and mowed to the railroad tracks. A visual and noise buffer is needed adjacent to the tracks at this location (ligustrum japonica or Russian olive are suitable materials for this use).

Sections of the railroad that were revealed as unattractive by the visual survey are shown in photographs 32 and 33. The unmowed right-of-way is the major problem. Where there is adequate

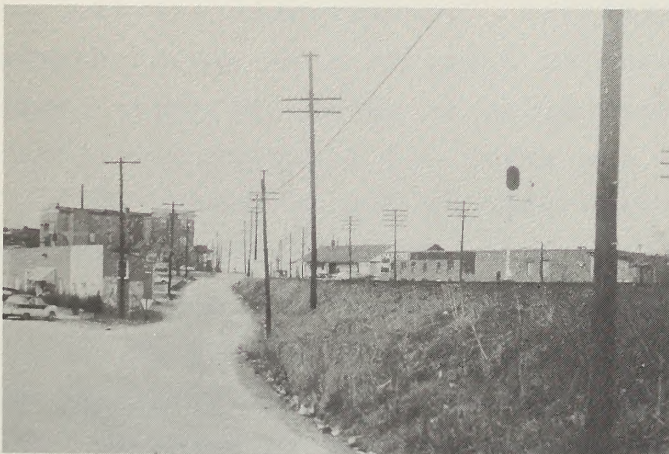
right-of-way, a visual and noise buffer should be installed between the railroad and abutting residential land use.

RAILROADS

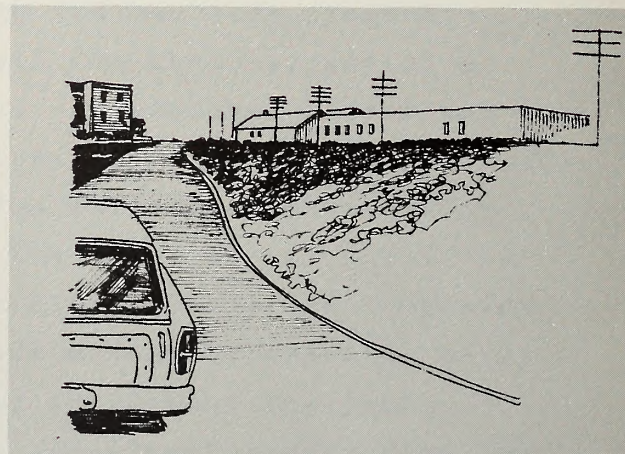
ATTRACTIVE EXAMPLE



31. Railroad at Moore St.

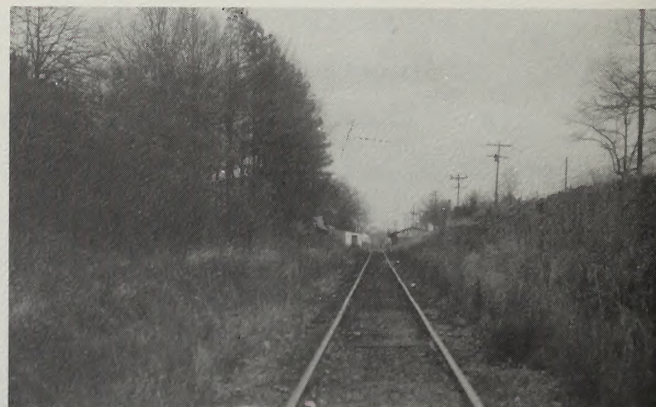


32. Moore St.
Existing



32A. Moore St.
Proposed

UNATTRACTIVE EXAMPLES



33. East of Moore St.

Utility Lines (Sewer, Water, Storm Drainage, Power, Phone, and Cable Television)

Utility lines frequently have a detrimental effect on the appearance of the city. Underground lines, such as those for sewage, water, and storm drainage affect the city's appearance much less. About the only thing above ground and visible are meters, manhole covers and catch basins. Occasionally where a sewer line is located in a low area, manholes are built to flood height. If some earth is not pulled around these manholes, they are unattractive. The same can be said for exposed storm drain lines. Discharge points for storm drains often become eroded if not properly protected.

Utility lines that are located above ground are the most offensive to the city's appearance. Poles and wires for power, phone, or cable television are unsightly. Increasingly, these services are being placed underground where lower maintenance costs are obtained and where they do not interfere with tree growth, are not subject to damage by the weather, and are not offensive to look at. Phone companies have made good progress in installing wire underground. Installing power cable underground, until recently, was too expensive. In most new subdivisions, underground power lines are now feasible. As an alternate to installing cable underground, it should be installed in rear easements. In this location, the overhead wiring is less objectionable. If the overhead wiring cannot be installed underground, the number of wires should be reduced by consolidating them into larger cables. Penta treated poles such as those on Horner Boulevard are more attractive than the black Cresote poles. Not only poles and wires, but cross arms are also unattractive. Poles with a large number of cross arms are particularly offensive.

Unattractive poles and overhead wiring as revealed by the visual survey is shown in photograph 34. There is an excessive number of poles and wires at this location. Large hanging

apparatus on electric and phone poles would be far less offensive if located on the ground or at some intersection where they would be less conspicuous. Indeed, in this downtown vicinity, wires should be installed underground in the very near future.

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UTILITY LINES

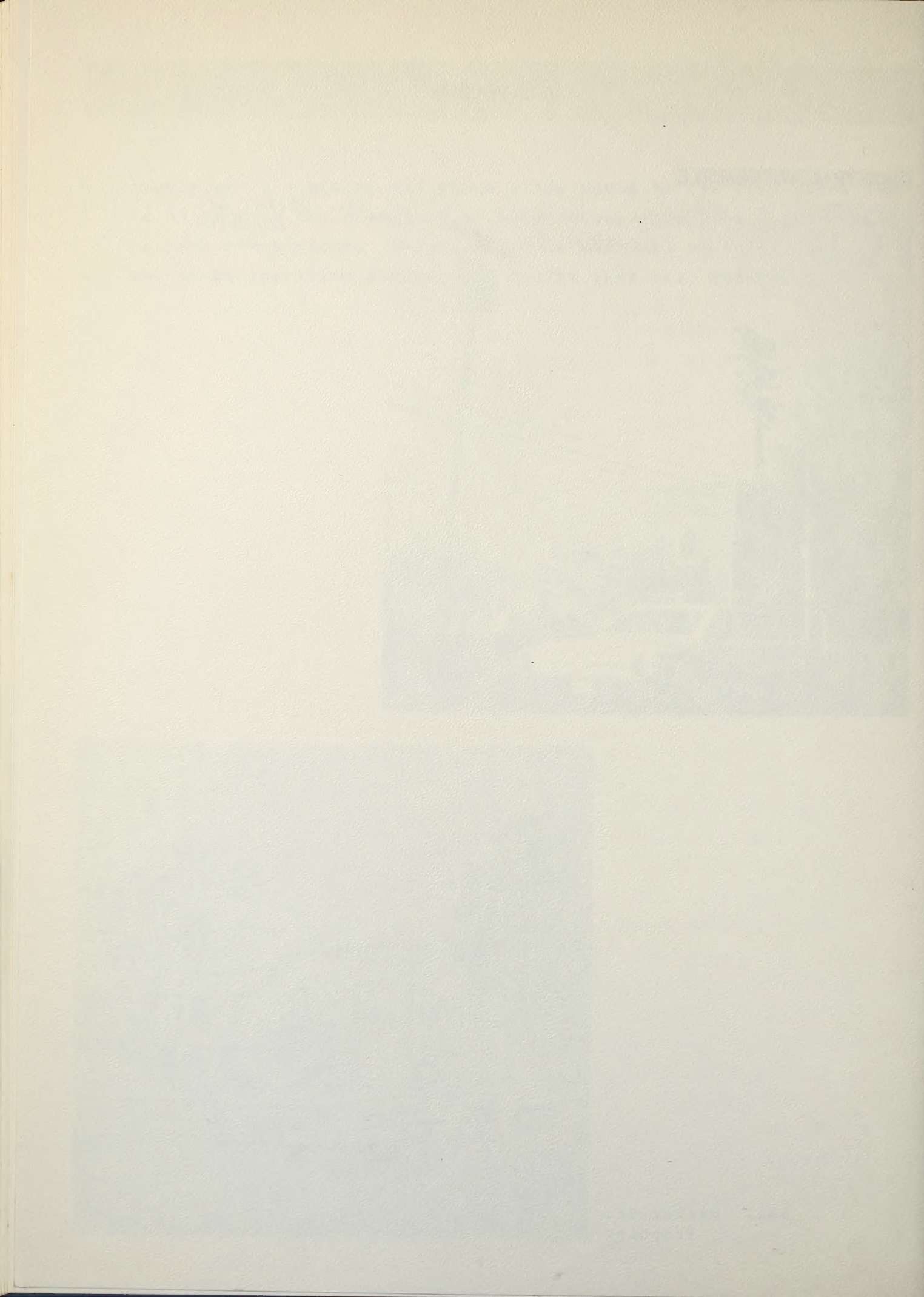
UNATTRACTIVE EXAMPLE



34. Wicker St.
Existing



34A. Wicker St.
Proposed



Sidewalks

Sidewalks are generally located within the street right-of-way and as such are a public responsibility just as streets are, although they may actually be paid for by assessments levied against the abutting property owner. The poor appearance of sidewalks is due to either broken and badly deteriorated sidewalks, poor grade, inadequate width, and poor sidewalk location. Not to be overlooked is the complete lack of sidewalks which results in pedestrians walking in the street or on dirt paths. In locations where there is considerable pedestrian traffic (adjacent to schools, high density residential areas, and in commercial districts along major thoroughfares), a minimum four foot paved walk is needed on both sides of the street. In outlying low-density residential areas where most trips are made by automobile, perhaps a sidewalk is not absolutely necessary.

When street rights-of-way are graded by the developer, the area for sidewalks should also be graded so they can easily be installed when needed. Grading for sidewalk installation after the street has been installed often results in unnecessary removal of adjacent street trees.

There are a number of sidewalks that are grown over with grass and shrubs. These should be edged by the abutting property owner. The city should at least once a year but preferably more often clean up trash, mow grass, and trim shrubs and trees in the right-of-way.

Newly constructed sidewalks should be an inch or so above the grade of grassed areas. If this is not done, heavy rains will wash dirt on the walk. Another important factor affecting the appearance of sidewalks is the alignment of the walks. Offsets and alignment differences add to the poor appearance of sidewalks.

An important factor affecting the serviceability of the walks is the width. A four foot walk would permit two people to walk side by side. On the other hand, in a heavy commercial area

where pedestrian traffic is heavy, a minimum of ten feet is needed for walks to accommodate passing couples; added to this is two feet of space at the curb for parking meters, trash cans, poles, etc. (In other words, a walk of twelve feet where considerable pedestrian traffic is expected.)

Shown in photograph 35 is but one area where sidewalks are needed as revealed by the visual survey. Such paths become dusty when dry and muddy when wet. It is not possible for the homeowner to maintain a neat appearance to his lawn.

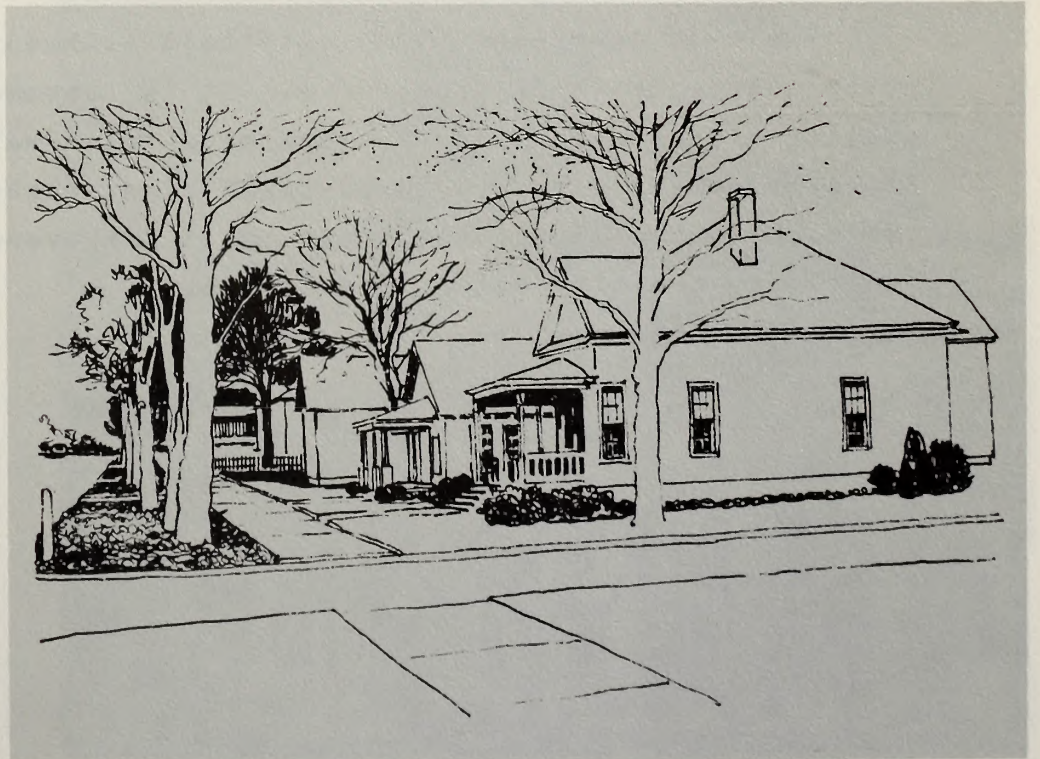
The city should begin an aggressive program of sidewalk improvement. This program should be financed by assessments levied against the property owner who benefited from the walk installed across his property.

SIDEWALKS

UNATTRACTIVE EXAMPLE



35. McIver St.
Existing



35A. McIver St.
Proposed

City Hall

The appearance and character of the city hall determines to a great degree what visitors think of the city. Its interior has been renovated a number of times since it was constructed. The present building, although sound, is unattractive in its outward appearance. There have been a number of alterations to its exterior, including the door for the fire station and the addition of the police department section. Neither of these additions added to the appearance of the building. The outer wall of the city hall includes several types of brick. Paint is needed to unify its outward appearance. A design subcommittee or architect should select a suitable color for the city hall. The roof should be painted, also. The repainting job could be coordinated with a proposed renovation project.

When the new fire station is completed, that portion of the city hall now occupied by the fire station should be renovated for the police department. The area now occupied by the police department could be renovated to architecturally relate it to the rest of the building.

The walk in front of the city hall is badly broken and is quite unattractive in appearance. It is recommended that the present concrete walk be replaced by a brick walk. In addition, it is recommended that several small plant pockets be left at the curb for small trees. These small improvements would add greatly to the city hall's appearance.

CITY HALL



36. Charlotte St.
Existing



36A. Charlotte St.
Proposed

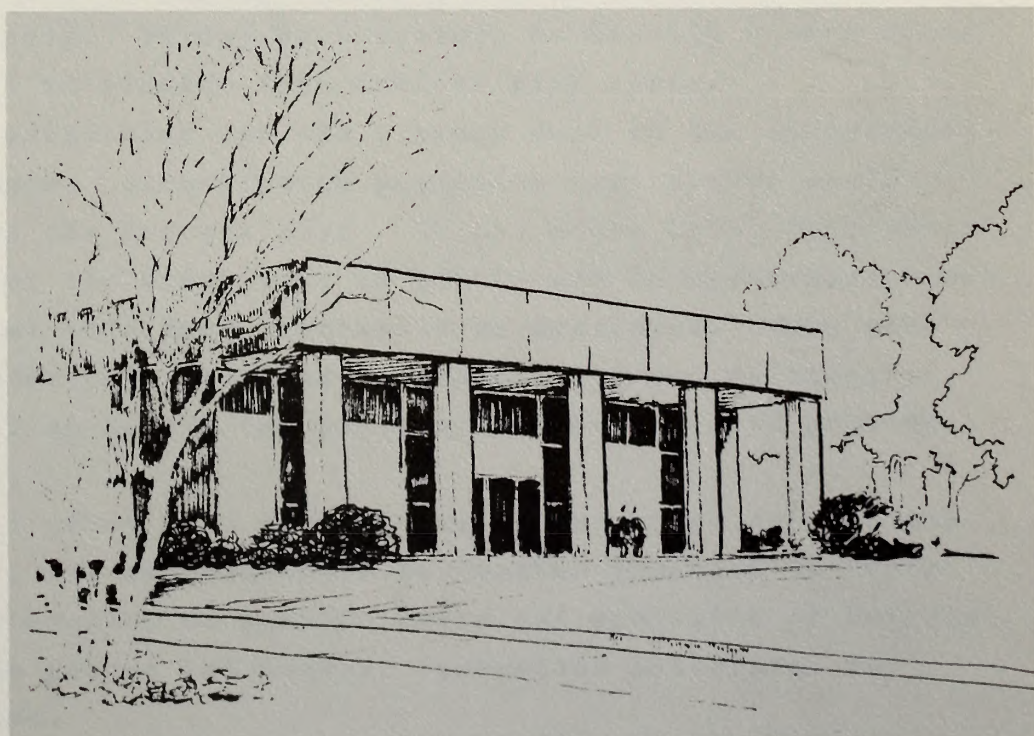
Courthouse

The county courthouse, like the city hall, is old. The building needs extensive renovation and improvements to make it attractive, both to the exterior and to the interior. See photograph 37.

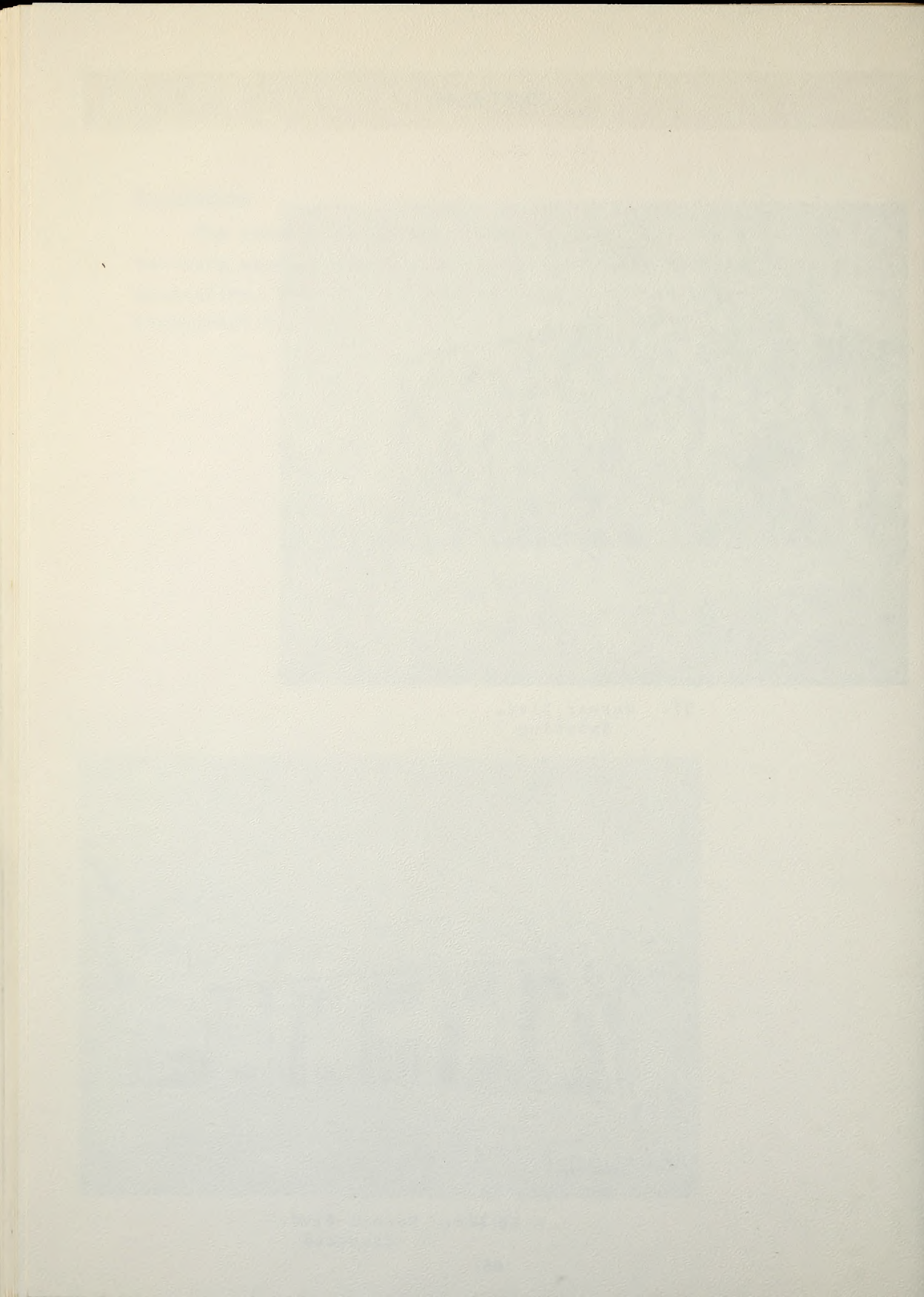
COURTHOUSE



37. Horner Blvd.
Existing



37A. Horner Blvd.
Proposed



Schools

There are seven elementary schools, one junior high, and one senior high school located in the city and the one-mile area. Some of the schools are relatively new: Sanford Central High, Williams, Bragg Street School, St. Clair, and Knight Schools. Extensive renovation and additions have been made at Wicker Street and McIver Schools. Other schools are old and almost obsolete: Sanford Junior High and Jonesboro Heights Schools. Since it is proposed that both the Sanford Junior High and the Jonesboro Heights Schools be phased out within six years, beautification efforts at these sites should be limited in scope. A number of the older buildings and classrooms at Wicker and McIver Schools need to be removed. What is needed at all schools is a landscape program. This can best be accomplished by the school board obtaining some professional assistance from a landscape architect. (It is recommended that sufficient money be provided for a landscape plan and for the installation of shade trees and shrubs in the initial building program.) The plan will also aid in saving existing trees and in locating outdoor play areas. It may be necessary on heavily wooded sites to remove trees to provide open outdoor play space.

Trees in particular can add a great deal to the appearance of school grounds. Slow-growing permanent type shrubs could greatly improve the grounds also. On the other hand, improperly placed plants or the wrong kind of plants add to maintenance cost and as a general rule must eventually be destroyed. When you weigh the greater cost involved in replacement and maintenance, there is no saving to the tax payer by selecting rapid growing, cheaper shrubs.

Although a great deal of work has already been done at the school grounds, all schools could be further improved in their appearance. Screening of service areas and provision of buffers to separate age groups and outdoor recreation activities is recommended also.

Some of the improvements recommended at school grounds are:

St. Clair School - grassing of open areas

Sanford Junior High School - grassing of open areas

Jonesboro Junior High School - improvement of the ditch
on Raleigh Street and the off-street parking area

Wicker School - pavement of parking areas, grading and
drainage of playground, installation of barrier curb
to keep vehicles off the school grounds

McKnight School - grassing of play area

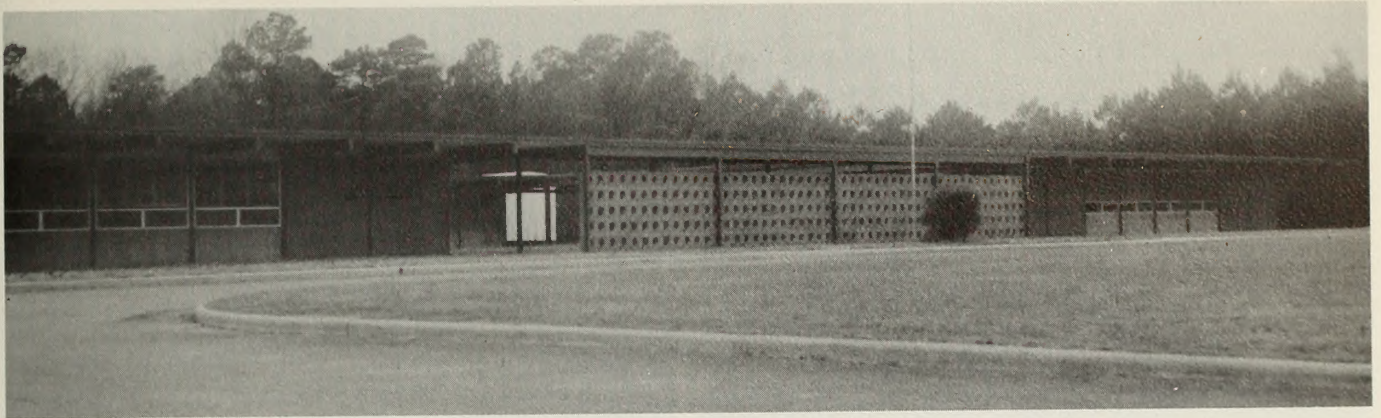
Sanford High School - barrier curb along driveways and
around off-street parking areas

Bragg Street School (photograph 38) is an attractive example revealed by the visual survey. The building is relatively new and includes attractive building lines and textures. The grounds are gently rolling and well covered with trees.

Listed as unattractive by the visual survey was Central High School because there are very few shade trees on the campus. The road shoulders around the school should be cut down and grassed by the State Highway Commission.

SCHOOLS

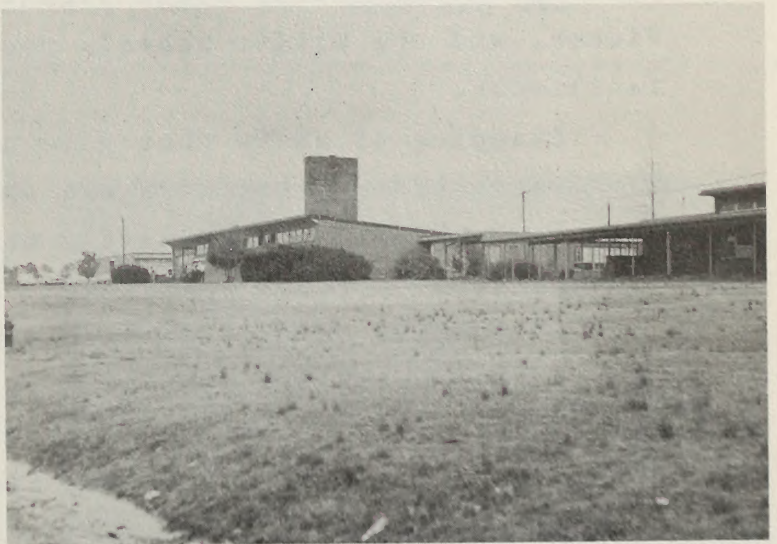
ATTRACTIVE EXAMPLE



38. Bragg St. Elem. School
Bragg St.

UNATTRACTIVE EXAMPLE

39. Central High School
Nash St.



39A. Central High School
Proposed

Parks

There are six existing parks in the Sanford Planning Area: (1) Park Avenue, (2) Third Street, (3) Temple, (4) Seventh Street, (5) Dalrymple, and (6) Washington. Some of these parks are well-developed with a variety of recreational facilities (Dalrymple and Park Avenue). Other parks have facilities only for soft ball (Temple Park). Some of the parks need maintenance improvements or new facilities. Good maintenance adds measurably to the appearance of parks. Adequately installed facilities help distribute the recreation load over the park which makes possible turf maintenance, etc. At Temple Park, the baseball stand needs maintenance improvements. The Seventh Street Park needs enlargement. Picnic shelters are needed at the Park Avenue Park; Washington Park needs night lighting. The grounds at Williams, Wicker, and the Knight Schools need neighborhood type park facilities.

Examples of parks that were considered by the citizens of Sanford as being attractive are shown in photographs 40 and 41. Trees, grass, and clean, neatly maintained facilities are located at both these parks.

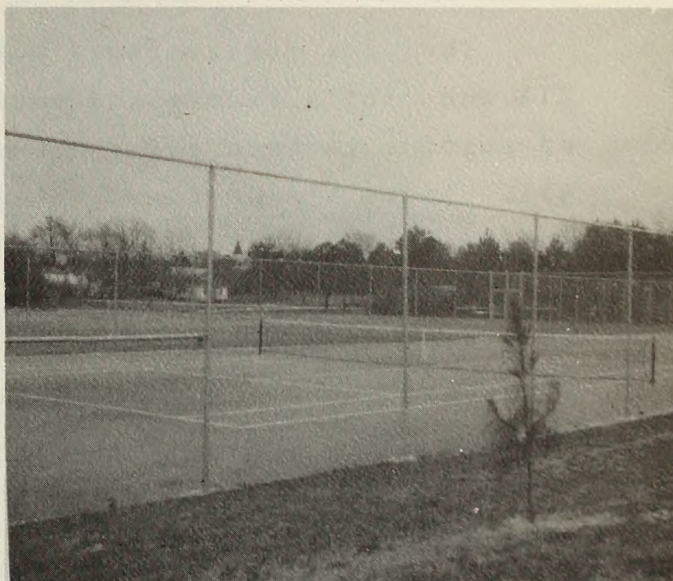
An example of a park which was considered unattractive is Temple Park which is surrounded by open ditch streets on two sides. The open ditches have grown up in weeds and bushes. A street tree planting around the sides of the park is recommended.

PARKS

ATTRACTIVE EXAMPLES



40. Horner Park
Chisholm St.



41. Dalrymple Park
Woodland Ave.

UNATTRACTIVE EXAMPLE

42. Temple Park
Maple St.
Existing



42A. Temple Park
Proposed

Maintenance and Utility Areas

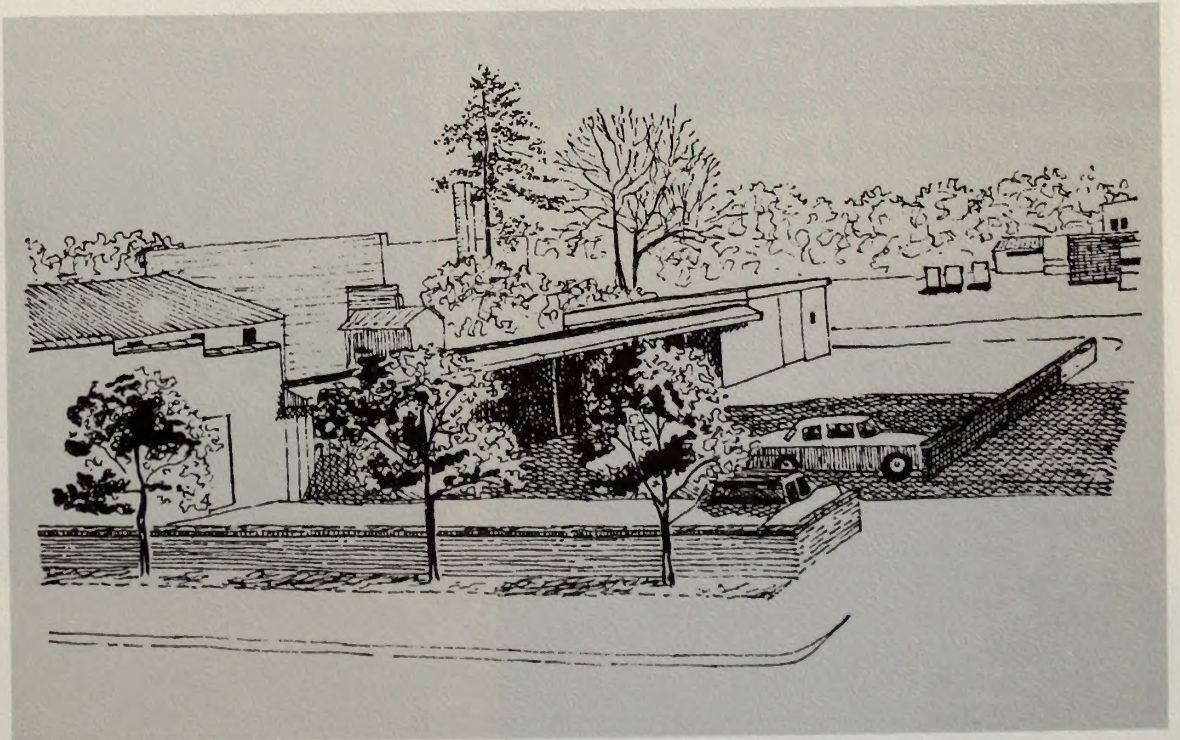
The city garage faces both Charlotte and McIver Streets. All the city's trucks and equipment are stored here in full view of traffic on both these heavily traveled streets (see picture 43). It is almost impossible, with busy schedules, to keep the equipment and maintenance yard in a neat orderly appearance at all times. What is needed is a screen (fence or wall) placed at both ends of the maintenance yard. This would also serve to discourage theft and vandalism of city property. Since a portion of this fence would face the city hall, it should be attractively designed. As the needs of the city expand, a larger maintenance site should be selected in an industrial area.

CITY UTILITY MAINTENANCE AREA

UNATTRACTIVE EXAMPLE



43. Charlotte St.
Existing



43A. Charlotte St.
Proposed

Other Public Related Areas (Semi-Public Buildings - Churches, Lodges, Etc.)

Most of the semi-public buildings in Sanford are well-maintained. People tend to take pride in their churches, lodges, and club facilities. The membership of a number of churches, however, has outgrown their sites. This has created on-street parking problems in their vicinity. As churches grow, they tend to add activities. This results in parking problems during the week, as well as on Sunday. The Planning Board, by conscientious enforcement of the zoning ordinance, should guard against placing heavy traffic and parking generators on minor streets and on lots that are too small.

Pictures 44, 45, and 46 show three churches with attractive buildings. The First Presbyterian Church in particular is attractively landscaped.

Picture 47 indicates a semi-public building which was revealed as unattractive by the visual survey. The roof of this building was mentioned most frequently as being unattractive. It includes several different color roofing materials. This particular site has been cleaned up and improved in appearance during the May clean up campaign.

OTHER PUBLIC RELATED AREAS

ATTRACTIVE EXAMPLES



44. Jonesboro Heights
Methodist Church
Main St.



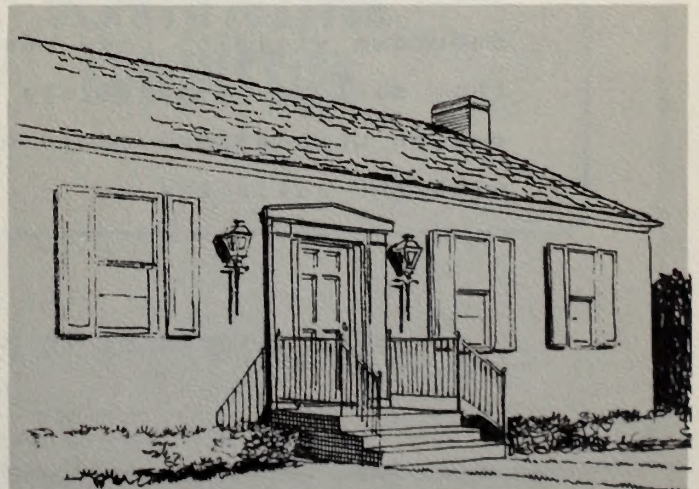
45. Jonesboro Presbyterian Church
Main St.

UNATTRACTIVE EXAMPLE

47. Women's Club House
Wilkins St.
Existing



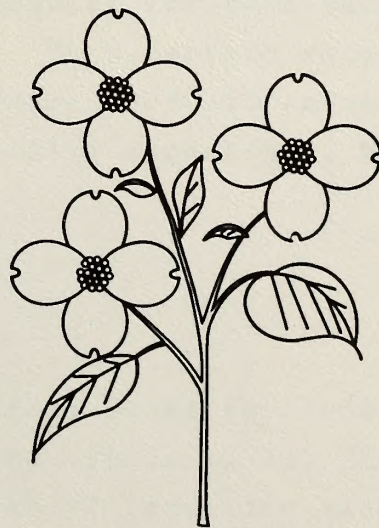
46. First Presbyterian Church
Hawkins Ave.



47A. Women's Club House
Proposed

General Recommendations For Improving Public Areas

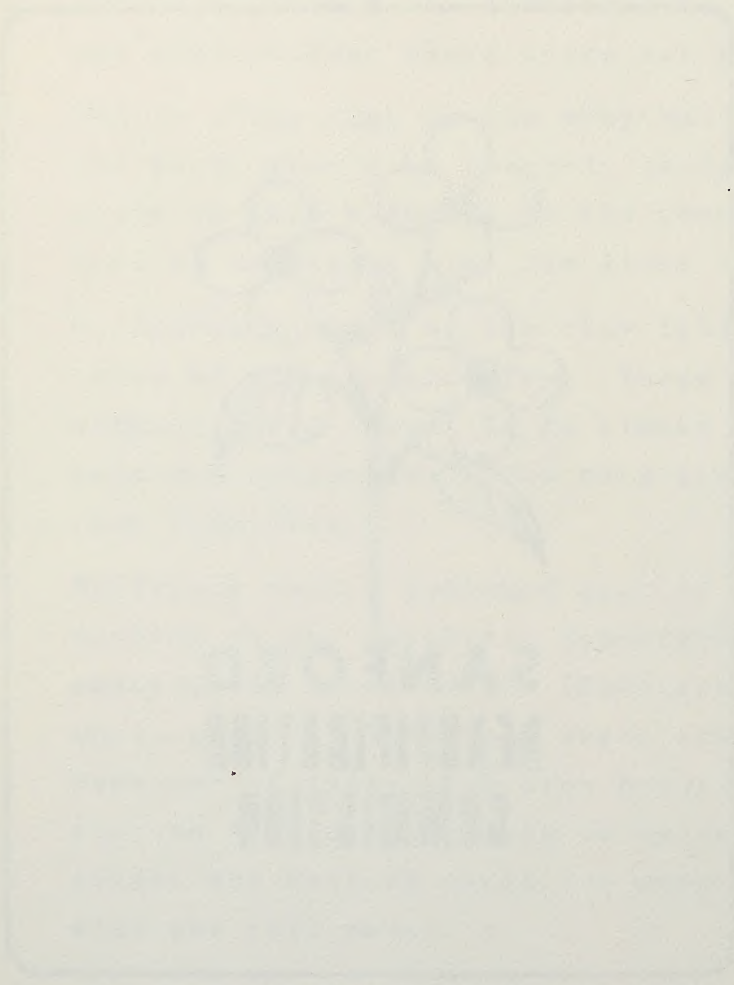
1. Site for new facilities should be large enough to provide the needed off-street parking and unloading space.
2. Service areas should face side or rear yards and should be screened.
3. Utilities (power, phone, and cable television) should be placed on the same pole. The number of lines should be reduced by using larger cable. Wires should be placed underground where economical.
4. Developer should be encouraged to install street trees in new subdivisions where there are no trees.
5. Public sites such as the city hall, courthouse, schools, and parks should be properly landscaped. These sites should serve as good examples in the community. They provide a great deal of influence over the lives of the people of Sanford.
6. Maintenance areas of the city fall in the same category with those of private industry. These areas are generally unattractive to view. It is almost impossible to keep them neat and attractive. The most logical solution is to screen them from view.
7. Railroads form a dominant part of Sanford, but they add nothing to its aesthetic appearance. There are a number of examples in other cities (Southern Pines and Whiteville) where railroad lines and where stations are located in the downtown vicinity have been beautified to the point that they no longer constitute an eyesore. There should be no reason why Sanford could not work out a similar arrangement with the railroads.



**SANFORD
BEAUTIFICATION
COMMISSION**

PART V. THE APPEARANCE OF INDUSTRIAL AREAS

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PART V. THE APPEARANCE OF INDUSTRIAL AREAS

The industrial areas of Sanford are the work areas of the community. Industrial areas are not always attractive in appearance. To provide greater compatibility between abutting uses, industrial uses with similar characteristics are permitted in the same zoning districts. Where these industrial zones abut residential zones, hedges or fences are required to provide a better transition.

The industrial areas of the community might be compared to the service areas of your home. Service areas are difficult to keep in a clean and orderly appearance; for this reason, they are generally screened from view. To a certain extent, this also holds true for industrial areas. Not all industry creates noise, dirt, smoke, or an unattractive appearance, but many industries do.

Industrial Park Areas

There are three areas of Sanford zoned for industrial park: (1) along Hawkins Avenue, (2) along Bypass 1, 15, 501 at the Spring Lane crossing, and (3) south of Jonesboro along Horner Boulevard.

The Jonesboro industrial area is the most developed. It includes a number of small manufacturing plants, wholesaling center, etc. Existing industrial uses are similar in character. the major appearance problem is the lack of building setback, curb cut control, and the locating of service areas in full view of the street.

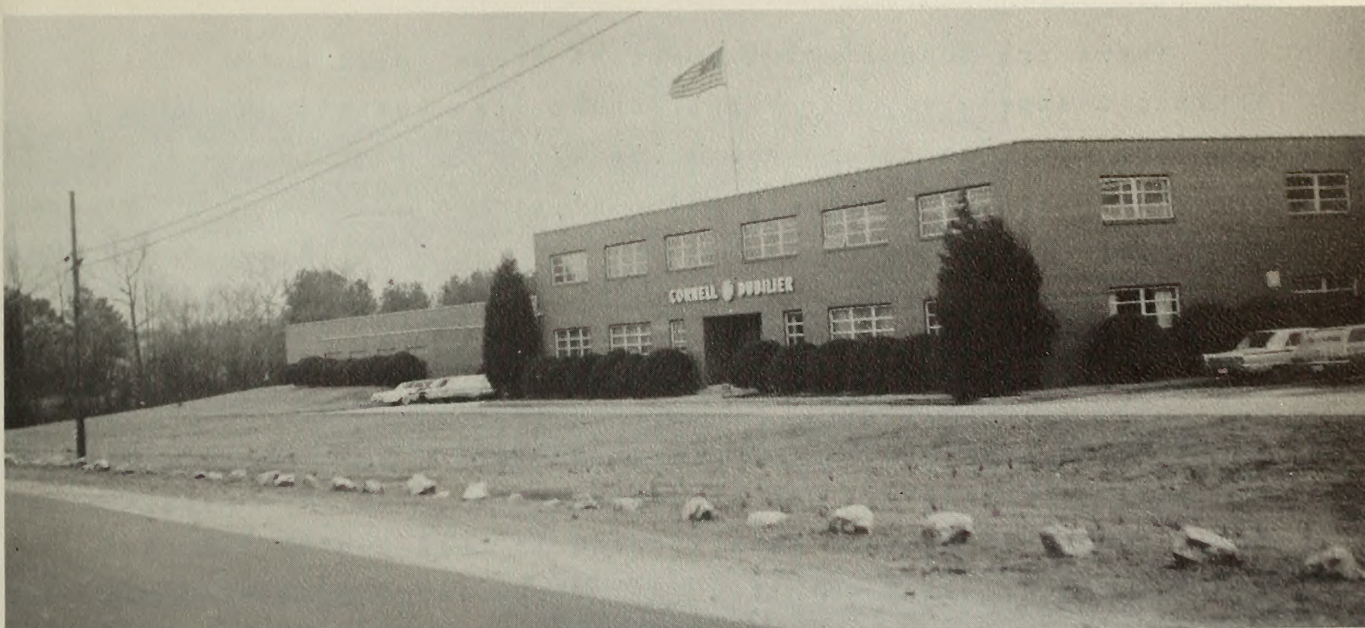
The Cornell Dubilier plant (photograph 48) was mentioned most frequently as being an attractive industrial park plant by the visual survey. You can see in the picture this plant is

surrounded by attractively landscaped open space, the building is pleasing in design, and service is provided from the side and rear.

The unattractive example is shown in photograph 49. The service access of these establishments face Lee Avenue. Loading, unloading, and trash pick-up takes place in full view of traffic using this street. No open green spaces are used to provide visual relief.

INDUSTRIAL PARK AREAS

ATTRACTIVE EXAMPLE

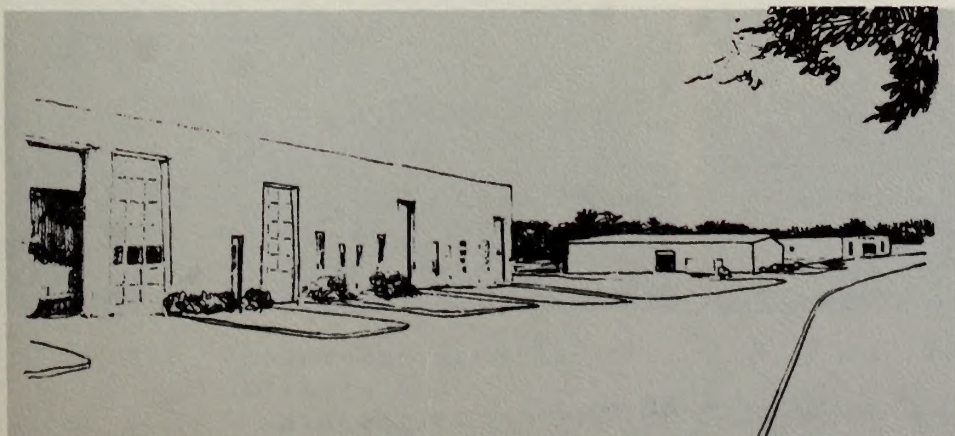


48. Cornell Dubilier
Dalrymple St.

UNATTRACTIVE EXAMPLE



49. Lee St.
Existing



49A. Lee St.
Proposed

Light Industrial Areas

There are four light industrial areas in Sanford: (1) Hawkins Avenue area, (2) First Street area (extends along the Seaboard Air Line Railroad and the Atlantic and Western Railroad), (3) the intersection of Tramway Road and SR 1001, and (4) to the southeast of Jonesboro along Bragg and East Main Streets.

In the Hawkins Avenue industrial area, small industrial establishment cluttered their grounds with trash and junk. In the First Street industrial area, old and deteriorated buildings are a major problem. The light industrial areas are probably the least attractive areas in appearance. This is a result of a large number of outdoor uses located in this zoning district.

Listed as being an attractive light industrial plant by the visual survey was the Koury Company. The outward appearance of this building is pleasing; grass and trees have been added to beautify the site and adequate paved off-street parking is provided to the rear of the building.

The example listed most frequently as being an unattractive light industrial building use was Father George Mill. This is a very old building with no grass, trees, or open space. There is insufficient space on the site for employee's parking. Employees park in vacant dirt lots in the vicinity. Unattractive service areas are in full view of traffic on Chisholm Street.

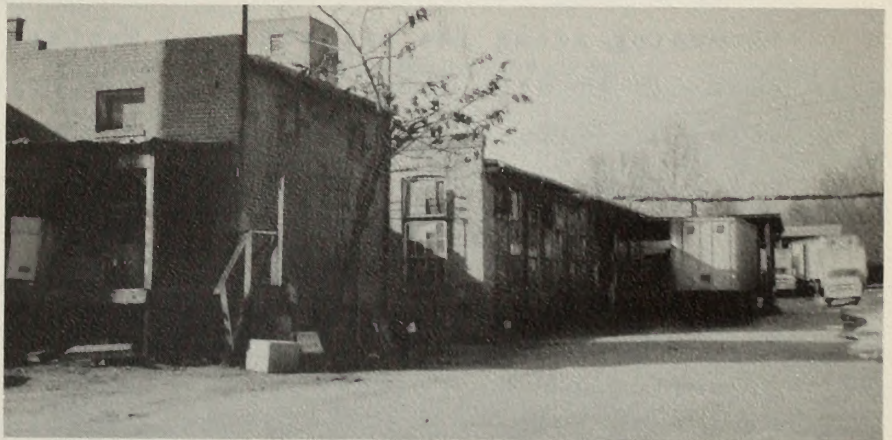
LIGHT INDUSTRIAL AREAS

ATTRACTIVE EXAMPLE



50. Koury Co.
Chatham St.

UNATTRACTIVE EXAMPLE



51. Father George Mill
Chisholm St.



52. Father George Mill
Chisholm St.
Existing



52A. Father George Mill
Proposed

Heavy Industrial Areas

In Sanford, land zoned for heavy industrial uses are concentrated in four areas: (1) north of the city and east of the Seaboard Air Line Railroad, (2) extending along the Atlantic and Western Railroad and the Bragg Street State Highway maintenance area; (3) Bragg Street bulk oil storage area, and (4) the lumber and foundary area north of the Jonesboro central business district.

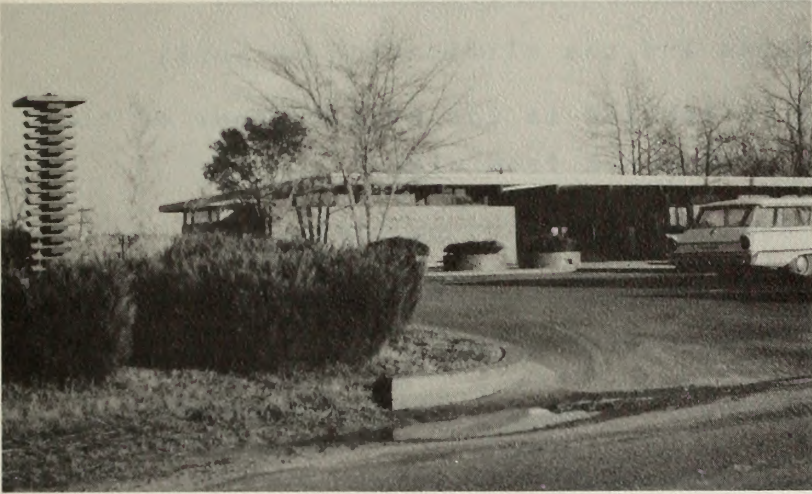
North of the city (area one), strip mining for brick clay has left ugly, eroded holes. These include expanses of bare earth or open pits void of vegetation. After a pit has been mined, it should either be converted to a lake or reforested. Strip mining is a major problem of the appearance of Lee County. Extending along the Atlantic and Western Railroad (area two), bulk oil storage facilities need screening. The use of pastel colors for tanks is also recommended. In area four, the foundary and a lumber mill create the worst appearance. Screening is the most practical way to deal with these offensive industries.

The Sanford Brick and Tile Company (photograph 53) was revealed by the visual survey as being the most attractive heavy industrial plant in the Sanford Planning Area. The picture shows the beautifully landscaped office site of the brick company.

The foundary area (photograph 54) was listed as the most unattractive heavy industrial area by the visual survey. The storage area for this plant is in full view of two streets (Humber and Buchanan Streets). A visual screen is urgently needed at this site.

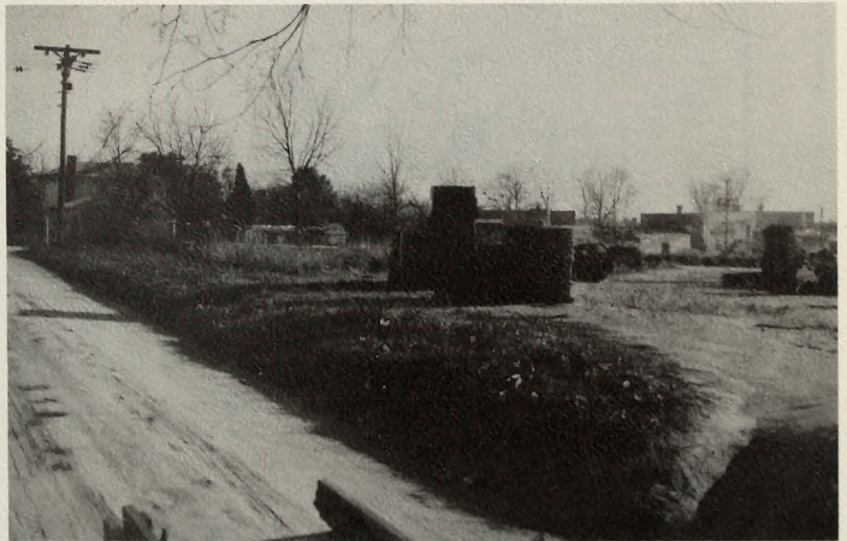
HEAVY INDUSTRIAL AREAS

ATTRACTIVE EXAMPLE

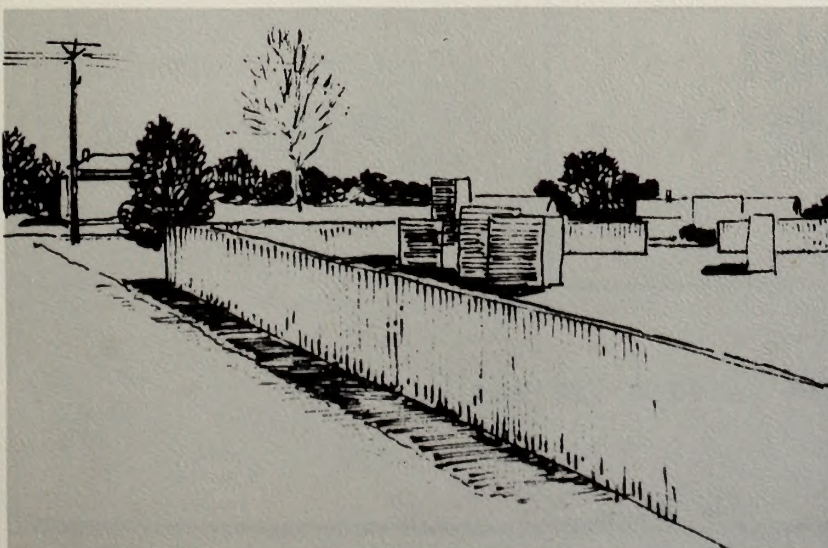


53. Sanford Brick & Tile Co.
Colon Rd.

UNATTRACTIVE EXAMPLE



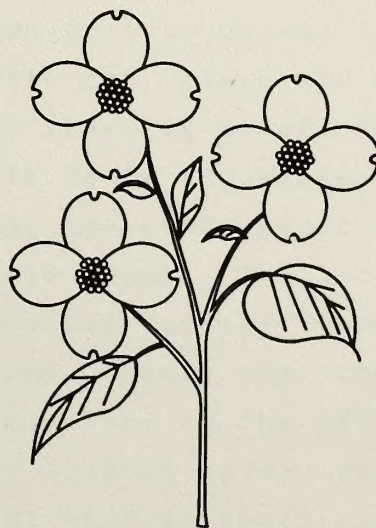
54. Humber St.
Existing



54A. Humber St.
Proposed

General Recommendations For Improving Industrial Areas

1. Clean-up, fix-up program and the elimination of junk.
2. Service areas should be located to the side or rear of the building and should be screened from view.
3. Buildings should be kept repaired and painted.
4. Pedestrian and vehicular circulation should be clearly visible or should be marked with signs.
5. Parking lots need pavement, marking, shade trees, etc.



**SANFORD
BEAUTIFICATION
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PART VI. SPECIAL PROBLEMS

THE UNIVERSITY OF CHICAGO PRESS

CHICAGO, ILLINOIS 60607

1980

1981

1982

1983

1984



UNIVERSITY OF CHICAGO
PRESS
CHICAGO, ILLINOIS 60607

1980

PART VI. SPECIAL PROBLEMS

In addition to the problems in appearance associated with various land use such as residential, commercial or industrial, there are also special aesthetic problems created by litter, signs, parking lots, vacant lots, and dilapidated structures. These are discussed next.

Litter

Litter includes paper and debris deposited on the side of the roads and trash that has accumulated in vacant lots. Although some of the material eventually will rot, glass and metal items do not. Unfortunately, many times there is no one to pick up and cart the trash to the dump. If it is deposited outside the city (which is true in many cases), the city cannot spend city tax money to clean up trash in these areas. The property owner on whose property it has been deposited becomes responsible. Public education is needed to inform persons that the city will collect trash or that it may be deposited at the city dump.

In other cases, an article of junk is saved, anticipating some use may be made of it later or that it could have some salvage value. Each property owner should throw away junk which has no value. Other items should be stored out of sight, making possible easier maintenance of grounds.

A continuous program is needed to combat the irresponsible dumping of trash. Trash containers used by residential property owners should be large enough to hold all the trash deposited in them. Special containers should be used by commercial firms to economize on city collecting costs. All clubs and groups in the city should be organized down to the block level into a massive annual city-wide clean-up campaign. One week each should

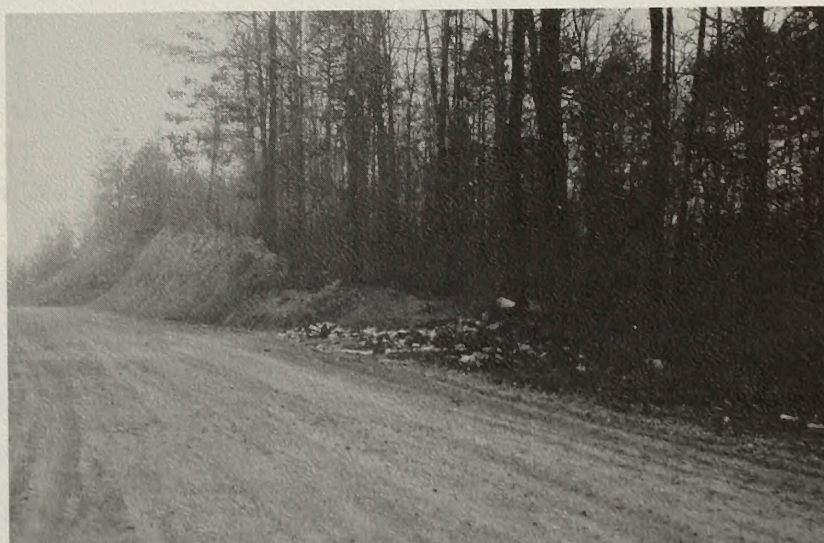
be devoted to residential districts and commercial-industrial districts.

Photographs 55 and 56 show two examples of trash that has been dumped along the side of Osgood Road. There are few houses in this outlying area which makes it difficult to catch those responsible for this thoughtless act.

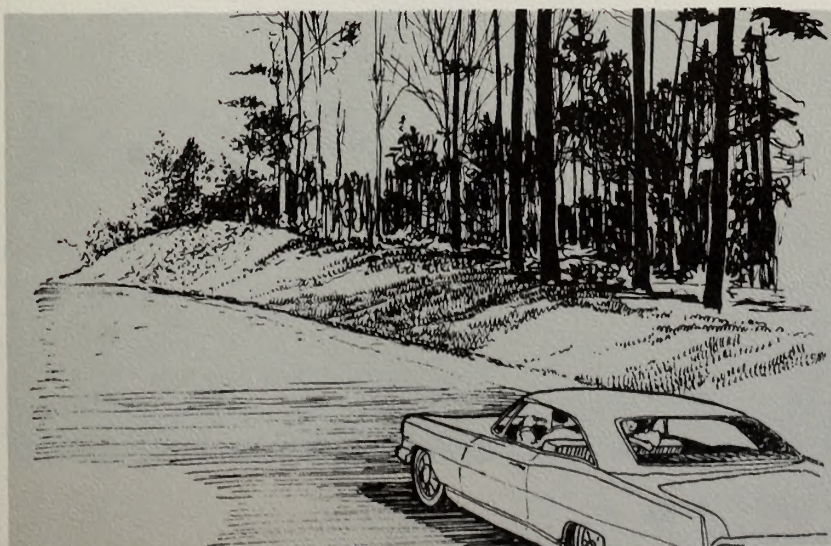
LITTER



55. Osgood Rd.



56. Osgood Rd.
Existing



56A. Osgood Rd.
Proposed

Signs

Although informational and advertising signs need not be unattractive, many of them are. This is due to the style of letters, colors of backgrounds, and materials used. Signs are too big, too gaudy, or include too many colors. A business sign is a part of the total site development; it should not simply be plopped on the site. Signs should be given the same architectural detail the rest of the building and grounds are given. Good taste is needed. Installing too many signs adds confusion.

Photograph 57 is but one example of an establishment with too many signs. This business could probably obtain more pull from a few pleasing signs than with the multitude of signs now located on the property.

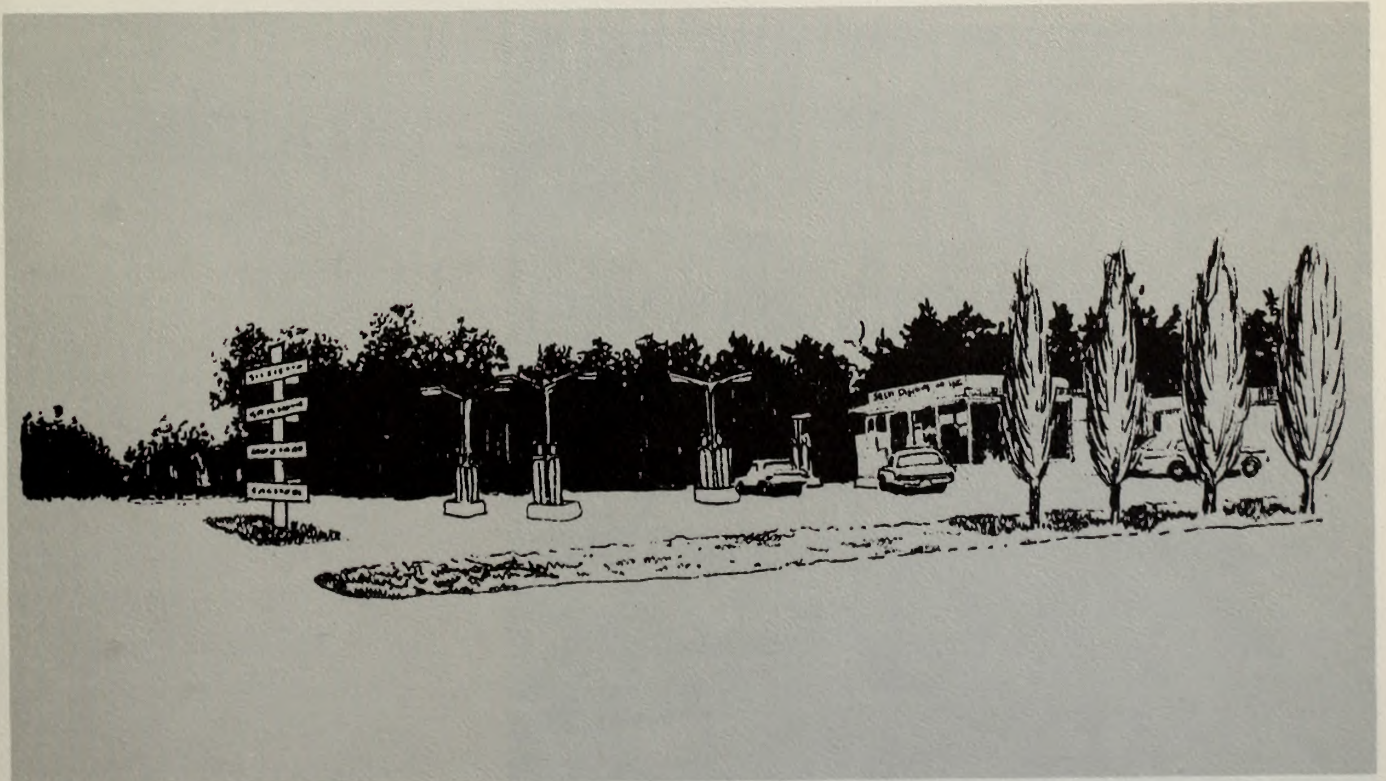
General Recommendations For Signs

1. In the central business district zone, the sign area permitted by the zoning ordinance is related to lineal feet of building frontage. In other commercial and industrial zones, sign area permitted is related to lineal feet of lot frontage.
2. Styles of lettering should be coordinated on a block or street basis voluntarily by merchants.
3. Merchants should cooperate by eliminating product signs on their premises.

SIGNS



57. Lee St.
Existing



57A. Lee St.
Proposed

Parking Lots

Parking lots in Sanford leave much to be desired aesthetically. Normally they are large, open spaces, stripped of trees. These expanses of pavement offer nothing in the way of comfort to shoppers or employees walking to and from their car.

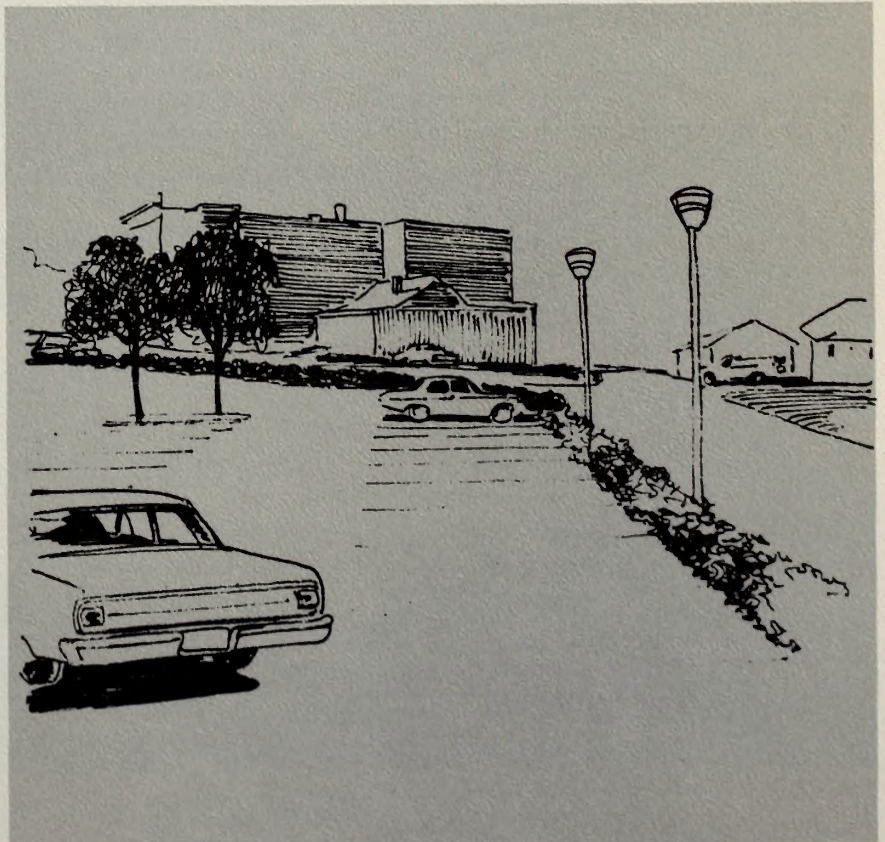
In a well-designed parking lot, the circulation pattern is evident. It is easy to maneuver and park; the pedestrian-auto conflict is minimized. Space is provided for trees and ground covers to enrich the appearance of the lot, to define parking bays, provide shade, and act as a reference point for persons looking for their car. The parking lot is related to the surrounding area by a fence, hedge, or earth buffer. This reduces the glare from night auto lights and divides the lot into segments of a more human scale.

All parking lots should be paved or graveled. Parking spaces should be painted or marked with concrete stops. See photograph 58 for suggested improvements of off-street parking areas.

PARKING LOTS



58. Parking Lot
Existing



58A. Parking Lot
Proposed

Vacant Lots

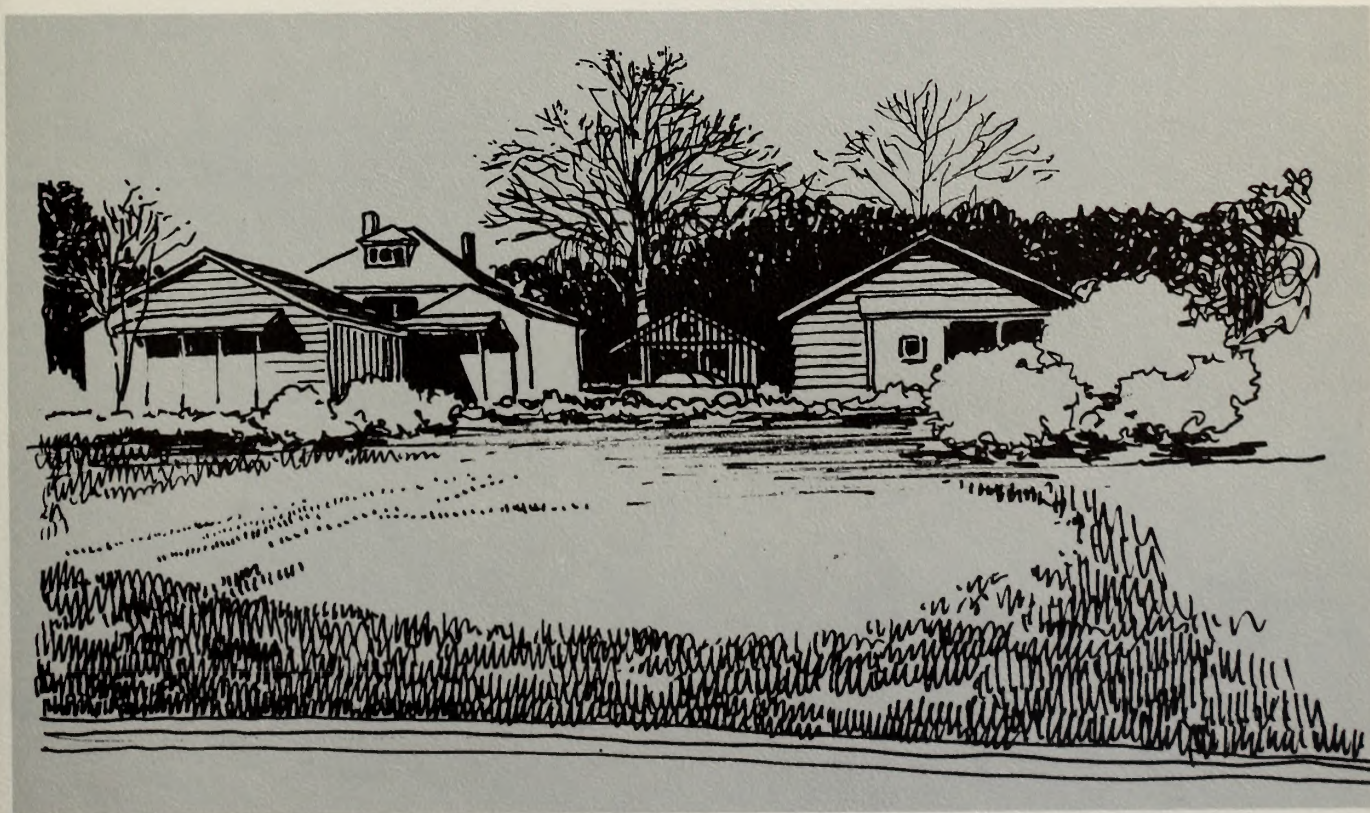
Lots are often bought for investment purposes or sometimes they are bought by an out-of-city owner who plans to build someday. The property owner seldom sees the lot; as a result, they are often poorly maintained. Adjacent property owners must suffer from the unkept appearance of the neighborhood. Trash is sometimes deposited on these vacant lots, making mowing more difficult.

The city has a policy to cut unmaintained lots after notice has been given to the property owner. The cost is added to the owner's tax bill. This policy should be more rigidly enforced for all unmaintained vacant lots. Photograph 59 is but one example of an ill kept vacant lot.

VACANT LOTS



59. Washington Ave.
Existing



59A. Washington Ave.
Proposed

Dilapidated Structures

The appearance of a number of Sanford neighborhoods is marred by a few dilapidated buildings. In some cases, these buildings are actually vacant but have never been torn down. The city should enforce its minimum housing ordinance which requires that residences either be kept in a safe healthful condition or that they be removed. Where feasible, buildings to be removed could be burned by the fire department. This provides a lower cost for removal to the property owner and training for the fire department.

Photograph 60 is but one example of dilapidated housing in Sanford. These dilapidated structures should be removed by code enforcement or by including them in urban renewal projects.

DILAPIDATED STRUCTURES

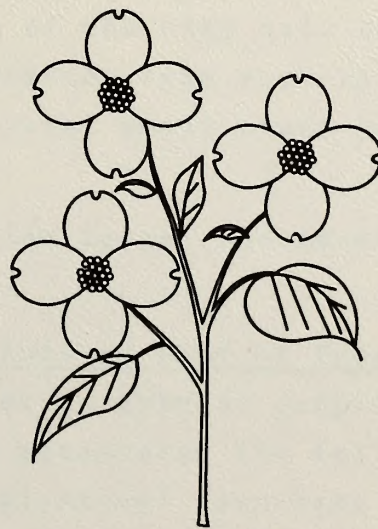


60. Dalrymple St.
Existing



60A. Dalrymple St.
Proposed





**SANFORD
BEAUTIFICATION
COMMISSION**

PART VII. SUMMARY LISTING OF PROJECTS RECOMMENDED
BY THE SANFORD BEAUTIFICATION COMMISSION FOR
IMPROVING THE APPEARANCE OF SANFORD



241102
1911/12/18/19
1912/18/19

THE UNIVERSITY OF CHICAGO
LIBRARY
CHICAGO, ILL.

PART VII. SUMMARY LISTING OF PROJECTS RECOMMENDED BY THE
SANFORD BEAUTIFICATION COMMISSION FOR IMPROVING
THE APPEARANCE OF SANFORD

- 1) Improvement of City Garage and Maintenance Area (located across the street from the city hall). Install a visual screen on both ends of the lot (either six foot fence or wall).
- 2) Install grass on the railroad right-of-way. The city or railroad companies should mow the right-of-way during the summer months.
- 3) Replace the sidewalk in front of the city hall with a brick walks and install a small evergreen tree such as cherry laurel or fosteri holly in several small plant pockets in the walk.
- 4) Install street trees, chain-link fence, and curbing and guttering around Temple Park.
- 5) Establish a program to distribute at cost or free a certain number of shade trees each year to private property owners. The Beautification Commission recommends the following shade trees as suitable for street planting: southern sugar maple, ginkgo biloba (male plants only), southern magnolia, eastern red oak, scarlet oak, willow or pin oak, or live oak. Other trees could be added to the above list but should be submitted to the Beautification Commission for approval.

The initial trees planted should not be so small they are difficult for the property owner to maintain nor so large that a substantial number cannot be distributed each year. Perhaps a five to six foot tree would be about right for the above species.

Large street trees should not be planted between the sidewalks and curb except when it is not a major thoroughfare and when seven or more feet of space exists between walk and curb (check with the City Planning Office for major thoroughfares and for streets which State Highway Commission approval must be obtained). Along most streets where there is insufficient space between the walk and curb, trees should be planted five to seven feet from the street right-of-way line (note this is the street right-of-way line, not the edge of the pavement). The same species of tree should be used along a particular street, or a street tree planting plan should be prepared using masses of several species of trees along the street.

- 6) Establish a program to distribute free or at cost a certain number of small trees each year for private property owners to plant. The Beautification Commission recommends the following small trees: crepe myrtle, cherry laruel, fosteri holly, dogwood, Kwanzan cherry, Japanese maple (red leaf), eastern red bud, or crab apple. Other species could be added to the above list but should be submitted to the Beautification Commission for approval.

The initial trees distributed should be large enough so they will not be mowed down. Since some of the above species grow slowly and are expensive in the larger sizes, perhaps 24" x 36" would be about rights for all species except crepe myrtle which should be about 4 to 6 feet in height and 2 to 4 stemmed when installed.

Not all of the above species are suitable for street tree planting, because of their branching habits. The crepe myrtle and cherry laurel are particularly suited for street tree planting and can be used in restricted spaces where there are three or more feet between curb and walk and are desirable trees to use under utility lines also. Fosteri holly and cherry laurel can be used in front of public and

commercial buildings such as the City Hall and downtown businesses. Coordination is needed along a particular street; either the same species should be used or an overall street tree planting plan should be followed.

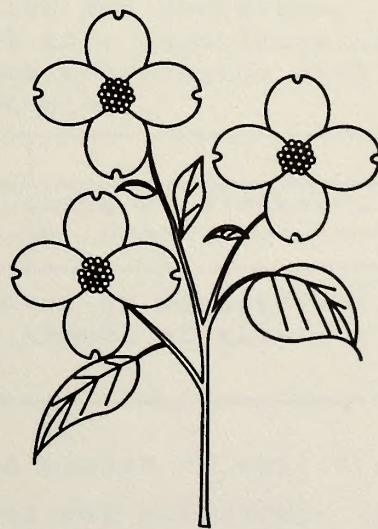
- 7) Beautification of U. S. 15-501 Bypass is recommended. Mass planting of several varieties of pine to screen out objectionable views; add small flowering trees in large wooded areas for color (dogwood). At intersections low ground hugging materials such as pfitzer or shore junipers are recommended. Wild flower plantings are also recommended to add color and unique character to the city.
- 8) Beautification of streets with exposed shoulders, such as Horner Boulevard is recommended. Serisa lespedeza, shore juniper, or ivy are three materials that can be used to cover bare road shoulders.
- 9) School landscape program. Improve off-street parking areas, (install curbing to prevent vehicles from driving over the school grounds). Install small flowering trees in wooded areas and grass in bare spots on the school grounds.
- 10) Parking lot improvement program. Initiate a program to pave parking lots, mark parking spaces, install lights, and shade trees (to provide a more human scale relationship for larger parking lots at shopping centers).
- 11) Neighborhood improvement program. Initiate neighborhood improvement committees to develop public interest, support and understanding of a program to improve subdivisions and small areas in the city by correcting or eliminating deteriorating and dilapidated housing and poorly maintained yards (enforcement of city's minimum housing ordinance. Follow the recommendations of the neighborhood analysis study).

- 12) Sidewalk improvement program. Initiate a sidewalk improvement program. Obtain public support for a sidewalk improvement bond issue (to be redeemed by benefit assessment) to install sidewalks adjacent to schools, in commercial districts and along major thoroughfares (a minimum four foot walk is needed).
- 13) Central business district improvement program. Implement the recommendations of the central business district study.
- 14) A merchants committee is needed to assist in coordinating sign lettering styles, materials, and colors on a block or street basis. This committee should also encourage merchants to eliminate excess numbers of products signs on their premises.
- 15) An anti-litter educational program is needed. All phases of educational media should be used in this program. The program should involve all groups and residents of all ages. The feasibility of locating several dumps in Lee County should be investigated. The possible use of patrols to catch offenders could also be studied.
- 16) Vacant lot maintenance program. Initiate a program to put vacant lots in shape so they can be mowed. During the summer months, survey the appearance and height of grass at these lots. When the grass and weeds reach a certain height, the property owner should be notified by mail that the lot should be mowed. If the request is not complied with, the city should mow the lot and add the cost to the property owners' tax bill.
- 17) Public education. The Beautification Commission plans to have a continually working public education subcommittee to obtain public support for improving the appearance of Sanford. Local organizations and civic clubs should be given credit for the part they play in beautification efforts.

- 18) The city's clean-up, paint-up, fix-up committee should be a permanent one. This committee has done a good job during May but a one shot effort will never get the job done. The present program should be evaluated and improved upon next time. The program should be a continual one - the clean-up, paint-up, fix-up campaign should be held at least annually.
- 19) Incentive awards program. In order to obtain the support and interest of the citizens of Sanford to improve the appearance of their property, the Beautification Commission plans to establish an incentive awards program. The following areas need stimulation of interest that might be obtained through an incentive awards program.
- a) Monthly certificate awards for residential building and grounds beautification. A bronze plaque should be given for the outstanding project of the year.
 - b) Monthly commercial building and grounds award (certificate). A bronze plaque should be presented at the end of the year for the outstanding project of the year.
 - c) Monthly service station award (certificate). A bronze plaque should be presented at the end of the year for the outstanding project of the year.
 - d) Annual parking lot planting and beautification award (bronze plaque).
 - e) Monthly industrial building and grounds award (certificate). A bronze plaque should be given at the end of the year for the outstanding project of the year.
- 20) Service station beautification program. Service stations, because of their banners, excessive numbers of products signs, and unattractive service areas are often quite offensive in their appearance. Initiate a program to beautify service stations. Contact each station owner by phone, letter, or personal visit and request that the station owner evaluate the appearance of his station. Recommend

general suggestions for improving the appearance of service stations and ask that each owner evaluate whether any of the suggestions would fit his situation.

- 21) Commercial areas beautification program. Service areas of commercial establishments are particularly unattractive. There is often an excessive number of product signs located in commercial areas. Initiate a program to enlist the assistance of merchants to remove excessive product signs and to screen service areas from view. Recommend several fence and wall types to accomplish this objective.

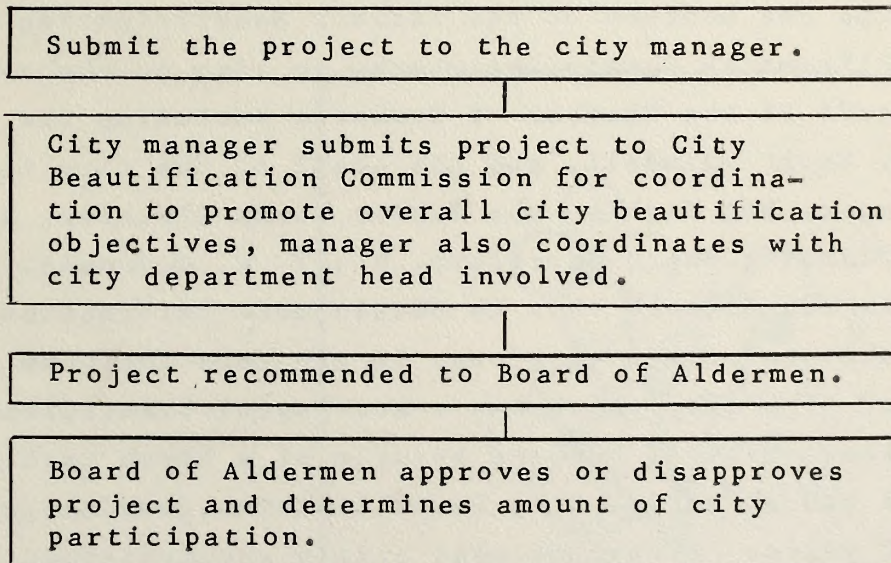


**SANFORD
BEAUTIFICATION
COMMISSION**

PART VIII IMPLEMENTATION

PART VIII. IMPLEMENTATION

The City Beautification Commission should provide a central organization to weld the beautification efforts of all individuals and groups. The suggested procedures for processing a beautification project in which the city spends money, material, or must maintain later is as follows:

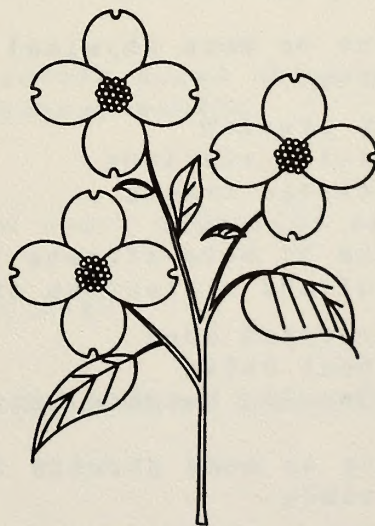


Discussed in this study are a number of specific projects which the Beautification Commission may undertake. It should be noted that the Commission could not possibly complete all of the projects without the help of civic and other organizations in Sanford.

The Beautification Commission's first project has already been completed (the screening of the Spring Lane sewer treatment plant). The Commission's second and third projects are being reviewed by the N. C. Highway Commission (the beautification of Horner Boulevard and Bypass 1, 15 and 501). Several additional projects are under consideration by the Commission at this time.

A major accomplishment attained by the Commission was to enlist the aid of all of the civic clubs to help formulate a comprehensive clean-up, paint-up, fix-up campaign which was conducted during May of this year. Clean-up, paint-up fix-up committee officers and a steering committee were elected. Individual clubs accepted the responsibility for different portions of the campaign. This was the most successful clean-up, paint-up, fix-up campaign which the city ever conducted. The success of the program was due to the hard work contributed by members of the civic clubs and members of the Sanford Beautification Commission. The Beautification Commission thanks go also to the contribution by the staff of the Chamber of Commerce including the Executive Director, Scott Swindell, and the staff of the city including the City Manager, Bob Harris, the Public Works Director, Hal Siler, and the Planning Board Secretary, Mr. T. W. McDonald.

It is recommended that to obtain more information on how to involve the assistance of groups in projects the Commission take a bus tour of a city which has a successful beautification program. Chapel Hill is but one example of a North Carolina city which has had an active City Beautification Commission for a number of years. A tour of that city's accomplishments may be well worth the time involved.



**SANFORD
BEAUTIFICATION
COMMISSION**

PART IX. APPENDIX A

VISUAL SURVEY FOR SANFORD^{1/}
(Conducted 1967)

QUESTION

1. List one or more things you feel set Sanford apart from other North Carolina communities.
 - (1) Closeness to large cities and to resort areas
 - (2) Climate
 - (3) Friendliness of people
2. List one or more physical features in Sanford you would want to show a visitor.
 - (1) Carolina Wholesale Florist
 - (2) Brick companies
 - (3) Railroad house
3. List one or more physical features you would not want to show a visitor.
 - (1) Bus station
 - (2) Service stations
 - (3) Railroad tracks
4. List one or more streets in Sanford which you feel are pleasant and attractive drives.
 - (1) Carbonton Road
 - (2) Sunset Drive
 - (3) McCracken Heights Drive
5. List one or more streets in Sanford which you feel are un-attractive.
 - (1) Chatham Street
 - (2) Homer Boulevard
 - (3) Wicker Street
6. List one or more streets in Sanford with attractive street trees.
 - (1) Hawkins Avenue
 - (2) Sunset Drive
 - (3) Carbonton Road

^{1/} The number of responses received to each question are ranked by number. Number 1 includes the highest number, number 2 the next highest number, etc.

7. List one or more streets in Sanford where street trees are needed.
 - (1) Horner Boulevard
 - (2) Steele Street
 - (3) Lakeside Drive
8. List one or more areas where overhead wiring and poles are aesthetically unpleasant.
 - (1) Everywhere
 - (2) Steele Street
9. List any scenic road located in Sanford.
 - (1) Carbonton Road
 - (2) Spring Lane
 - (3) Wilkins Drive
10. List any overlooks or significant views in Sanford.
 - (1) Mt. Cooley
11. List any natural features or scenic areas which you feel should be developed for the general public.
 - (1) Clearwater Forest
12. List one or more major streets where sidewalks are needed.
 - (1) Gulf Street
 - (2) Horner Boulevard at Junior High
 - (3) Chisholm
13. List one or more buildings in Sanford of historical interest.
 - (1) Railroad house
 - (2) Courthouse
14. List one or more buildings in Sanford of unusual architectural or aesthetic significance.
 - (1) Sanford Savings and Loan Association
 - (2) First Federal Savings and Loan
 - (3) Sprotts Lane
15. List one or more middle income residential areas which you feel are attractive.
 - (1) Carbonton Heights
 - (2) McIver Street
 - (3) McGill Street

16. List one or more middle income residential areas which you feel are unattractive.
 - (1) Off Bracken and Weatherspoon Road
 - (2) Hawkins
17. List one or more low income residential areas that has well maintained, attractively landscaped yards.
 - (1) McIver Street
18. List one or more low income residential areas that are unattractive because they are not landscaped.
 - (1) Across from Federal Spinning
 - (2) Charlotte Avenue area
 - (3) Washington Avenue area
19. List any attractively designed mobile home park in Sanford.
 - (1) Dreamland
20. List any mobile home parks in Sanford that are unattractive.
 - (1) Hawkins Avenue
 - (2) All parks
21. List one or more commercial buildings in Sanford which you feel are attractive.
 - (1) Belks
 - (2) First Federal
 - (3) Lessies
22. List one or more commercial buildings in Sanford which you feel are unattractive.
 - (1) Wilson's TV
 - (2) Sanford Hotel
23. List any shopping center in Sanford which you feel is attractive in design.
 - (1) Kendale
24. List any shopping center in Sanford which you feel is unattractive in design.
 - (1) Kendale
 - (2) Mitchells on Bragg Street
25. List any service station in Sanford which you feel is attractive.
 - (1) Pure Oil on Carthage
 - (2) Phillips

26. List any service station in Sanford which you feel is un-attractive.
- (1) Most of them
 - (2) Vacant ones
27. List one or more public buildings in Sanford you feel are attractive.
- (1) Library
 - (2) Courthouse
 - (3) Central High School
28. List one or more public buildings in Sanford you feel are un-attractive.
- (1) Courthouse annex
 - (2) Sanford Junior High
 - (3) Old Post Office
29. List any monuments, public sculpture, or other art work in Sanford and indicate whether you feel they are attractive or unattractive.
- (1) Entrance sign to Sanford (attractive)
 - (2) Railroad house (attractive)
30. List one or more industrial buildings in Sanford which you feel are attractive.
- (1) Koury Company
 - (2) Sanford Brick & Tile Company
 - (3) Cornell Dubilier Plant
31. List one or more industrial buildings in Sanford which you feel are unattractive.
- (1) Father George Mill
32. List any location in Sanford where you feel railroads are unattractive.
- (1) All locations
33. List any area of Sanford where you feel littering is a major problem.
- (1) Whole city
34. List any area of Sanford where off-street parking lots are unattractive.
- (1) Swimming pool
 - (2) Back of Central Bank
 - (3) Between Moore and Steele Streets

35. List any location in Sanford where vacant lots are unattractive.
- (1) Steele and Carthage Streets
 - (2) Along Horner Boulevard
36. List any semi-public buildings (church, club, etc.) in Sanford that are unattractive.
- (1) Women's Club house
 - (2) Methodist Church



**SANFORD
BEAUTIFICATION
COMMISSION**

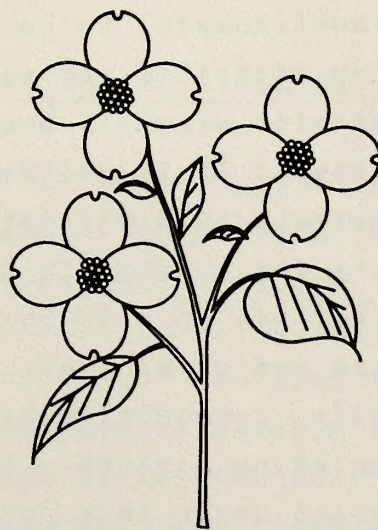
RESIDENTIAL AGRICULTURAL
RESIDENTIAL 20,000 SQ.FT.
RESIDENTIAL 12,000 SQ.FT.
RESIDENTIAL 6,000 SQ.FT.
MOBILE HOMES 5,000 SQ.FT.
OFFICE & INSTITUTIONAL
NEIGHBORHOOD BUSINESS
CENTRAL BUSINESS
GENERAL BUSINESS
HIGHWAY SERVICE
REGIONAL SHOPPING CENTER
NEIGHBORHOOD SHOPPING CENTER
INDUSTRIAL PARK
LIGHT INDUSTRY
HEAVY INDUSTRY

	EXISTING	PROPOSED
THOROUGHFARES		
SANFORD BOARD OF ALDERMEN		
ADOPTED	NOVEMBER 2, 1965	
	DATE	MAYOR
REVISED		
	DATE	CITY CLERK
REVISED		
	DATE	CITY CLERK
REVISED		
	DATE	CITY CLERK

⑤ UNATTRACTIVE EXAMPLE

STREET MAP
SANFORD, NORTH CAROLINA

PREPARED BY DR. STEVE M. LUTER (UAF) & MC. WILSON/STATION, D.C.



**SANFORD
BEAUTIFICATION
COMMISSION**

APPENDIX C

ASSISTANCE

There are a number of Federal, state, and private programs that offer financial, technical, or general assistance in the field of city beautification. The following list and description of programs should be helpful.

The Land and Water Conservation Fund Program

This act, signed into Federal law January 1, 1965, makes available monies to states and certain Federal agencies (meeting specific requirements) to be allocated to counties, cities, soil conservation districts and other political subdivisions of the state to provide urgently needed public outdoor recreation areas and facilities. It is estimated that North Carolina's share will approximate \$2.5 million per year if this state meets the requirements for sharing in these funds. The money will be available for use on a 50-50 matching grant basis, to be used for purchase and development of recreation areas. (A number of North Carolina communities have applied for funds under this program including Sanford. Lexington, North Carolina has received a grant under this program.)

Inquiries should be made directly to the State Planning Task Force, N. C. Department of Administration, Raleigh, North Carolina.

The Urban Beautification and Improvement Program of the Housing and Urban Development Act of 1965

This program makes available Federal grants to cover up to 50 percent of the amount to be spent on a local beautification program (this includes only that portion of the program in

excess of the usual expenditures for beautification during past years). Examples of eligible activities are the development of parks, malls, squares, and other public areas with landscaping, walks, and minor recreation and outdoor exhibition facilities. Also eligible are street improvements such as lighting, benches, tree planting, and decorative paving. This program is limited to public lands and each activity must be part of a locality's official beautification program.

Inquiries should be made directly to A. Frederick Smith, Regional Program Coordination and Services Division, U. S. Department of Housing and Urban Development, Peachtree - Seventh Building, Atlanta, Georgia 30323.

Open Space Land Program of the Housing and Urban Development Act of 1965

Signed into law August 10, 1965, this program consists of 50 percent grants to governmental agencies to be used for the acquisition of land for open-space purposes and for the development of such land acquired under the program. Eligible development includes landscaping, basic water and sanitary facilities, walks, malls, shelters, and installation of certain recreation facilities. Major construction such as amphitheaters, dock facilities, swimming pools, golf courses, etc., would not be eligible. (Goldsboro, North Carolina, has received a grant under this program.)

Inquiries into the program should be made directly to Mr. A. Frederick Smith, Program Coordination and Services Division, U. S. Department of Housing and Urban Development, Peachtree - Seventh Building, Atlanta, Georgia 30323.

Sears, Roebuck & Company - Sears Community Improvement Fund

Sometimes known as Home and Neighborhood Development Sponsors. (HANDS) In this program cash grants are available to local garden clubs to help beautification programs. For information regarding this program, write Sears, Roebuck & Company, Public Relations Department, 675 Ponce De Leon Avenue, N.E., Atlanta, Georgia 30308.

The National Clean-Up, Paint-Up, Fix-Up Bureau

The Bureau, a non-profit foundation, offers recommendations, free assistance, services and materials to help start and carry out successful campaigns. The Bureau also sponsors a National Cleanest Town Achievement Award Contest which is geared to the degree of achievement that a community can attain through the voluntary efforts of its citizens in a total community improvement program. For more specific information, contact the National Clean-Up, Paint-Up, Fix-Up Bureau, 1500 Rhode Island Avenue, N.W., Washington, D. C. 20005.

Keep America Beautiful, Inc.

A non-profit public service organization for the prevention of litter. KAB carries on a continuing program of public education and serves as a clearing house for litter prevention techniques and materials. For additional information, write to Keep America Beautiful, Inc., 99 Park Avenue, New York, N. Y. 10016.

N. C. State Agricultural Extension Service

Information regarding general landscaping and plant material as well as assistance in setting up programs of action is available from the North Carolina State Agricultural Extension Service. Inquiries should be made directly to N. C. State University, Agriculture Extension Service, Raleigh, North Carolina.

Private Firms in Sanford

Design professionals in the area, landscape architects, and architects in the area should be called on not only to prepare plans but to talk to groups interested in good design in the community.



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